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FREE!

This Great New Rose "Crimson Queen" Free with every order of \$3 or more—but you must ask for it. Turn to page 12.

An Extraordinary Rose Sale

10 per cent Discount, Charges Prepaid Where Requested and a Great New Rose FREE, with Every Order of \$1.00 or More. Read On!

FOR 35 years I have been a Rose grower. I have sold millions of Rose bushes to satisfied customers, everywhere in the civilized world.

You are making no experiment in planting these famous Rose bushes of ours. Just order them and you will have gorgeous flowers in abundance this year.

Today we have the greatest stock of pot-grown Rose plants on this continent. It is the best-grown stock in the world.

As I look at it in its beauty, health and immensity, I am satisfied no one can serve you better. This will be my big year, and yours, too, because this magnificent stock is yours **AT 10 PER CENT OFF FROM ALL PRICES IN THIS BOOK. EXCEPT WHERE NOTED. ALL EXPRESS CHARGES PREPAID** when so requested (see terms of sale page 3), and

in addition, a plant of the great new Rose, **CLIMBING AMERICAN BEAUTY, FREE, with every order of \$1.00 or more, IF ASKED FOR.**

We are the only house in America making such offers. The cost of production has increased enormously and prices are advanced elsewhere. We have taken the other horn of the dilemma, we have increased our production and are taking large, quick sales and a small profit, which insures us an immense trade and a permanent one. Buy direct at dealers' prices. Have a daily supply of exquisite blooms. Order now.



HELLER BROS. CO., New Castle, Indiana

J. J. Heller
Owner.

THE THREE GREAT HARDY EVERBLOOMING KILLARNEY ROSES

ALL GEMS
OF THE
GARDEN

See Opposite Page

White
Killarney

Pink
Killarney

Climbing
Killarney

IT'S ALL IN THE SOIL

From _____

Postoffice _____ **State** _____

**Do Not
Forget
the
Stamp**

Heller Brothers Company

New Castle,

NEW CASTLE ROSE COMPANY
Growers of the Famous Roses of New Castle

Indiana

JEANNETTE HELLER is the ONE PERFECT ROSE of the World

GREAT TRIAL OFFER


12 Strong, Vigorous Rose Plants,
Hardy Everblooming Varieties **\$1**
ALL SHIPPING PAID

12
Famous
Roses, Including
Climbing American
Beauty
for \$1.00

\$1
for 12 Hardy
Everblooming
Roses,
Prepaid

This marvelous collection has made for us
a world-wide reputation and stands for quality
and quantity. Over sixty thousand (60,000) sets
sold to date, the greatest sale of history. We stake
our reputation on its pleasing you.

(PLEASE ORDER AS THE TRIAL COLLECTION)



Send us \$1—a dollar bill will do—and we will send you 12 Beautiful, Hardy, Free-Blooming Hybrid Tea, Tea and Climbing Roses, sturdy one-year-old plants, the famous New Castle quality, each plant labeled, Postage prepaid. As a special inducement we will include, as two of the 12, Pink and White Maman Cochet, without question the most wonderful bush Roses ever grown, also we include Climbing American Beauty, the grandest of all hardy Climbing Roses. These three superb Rose bushes are almost worth the price of the entire collection. A marvelous offer. Plant them, care for them, and they will bloom in abundance this year. All the Roses in this collection, other than those named, to be our selection. No discount allowed on this offer.

HELLER BROS. CO., Rose Specialists, New Castle, Indiana

HELLER BROTHERS COMPANY, New Castle, Indiana
Growers of the Famous "Roses of New Castle"

READ CAREFULLY: Make all remittances by Post Office Money Order, Express Money Order, Bank Draft or Registered Letter and we will be responsible therefor, and will send full value if lost. Do not send postage stamps instead of money. Make all money orders and bank drafts payable to **HELLER BROTHERS COMPANY, New Castle, Indiana.**

Name _____
 Street, P. O. Box _____
 or Rural Delivery _____ Post Office _____

Express Office..... **County**..... **State**.....

Name of Express Co...... **When to Ship**.....

In the absence of specific instructions when to ship, goods will be sent at once. Express shipments sent charges collect unless we are requested to pay shipping charges. See terms of sale, page 3.

[illegible]

See Other Side.

FREE ONE PLANT OF THE GREAT NEW ROSE **FREE**
Climbing American Beauty A WONDER AMONG ROSES
 Illustrated in Color Elsewhere in Book.
WITH EVERY ORDER FOR \$1.00 OR MORE

PROVIDED WHEN ORDERING YOU ASK FOR IT, otherwise it will not be included in your order. Please do not misunderstand this free offer. You must ask for the free Rose, otherwise it will not be sent you.

We pay all shipping charges to any point in the United States, by mail, and also by express, but prepay express charges ONLY WHEN REQUESTED TO DO SO. See terms of sale.

Goods sent safely to all parts of the World. All shipments travel at purchaser's risk. Errors and omissions promptly corrected, but complaints must be made within 10 days after shipment is received, otherwise they will not be entertained.

We reserve the right to change prices and makeup of Collection Offers without notice.

"I certainly have been more than pleased with "Great Trial Collection" of Roses. Only lost two. "Baby Doll" is surely a little beauty."
HATTIE S. SHIELDS, Royal Center, Indiana.



P. J. LYNCH, Owner
New Castle Rose Co.
New Castle, Ind.

HELLER BROTHERS COMPANY
EXCLUSIVE GROWERS OF
THE FAMOUS "ROSES OF NEW CASTLE"
NEW CASTLE, INDIANA

DEAR FRIEND:--I ask you as a matter of courtesy to carefully read this letter. By reason of our greatly increased production we make this UNPRECEDENTED OFFER:

EVERY PRICE IN THIS BOOK, EXCEPT WHERE NOTED IS SUBJECT TO A DISCOUNT OF 10 PER CENT--1/10 OFF--AN EXTRAORDINARY PROPOSITION, UNPARALLELED IN THE HISTORY OF ROSE SELLING.

We are the originators and sole growers of the famous "Roses of Newcastle," the best grown Rose plants in the world. they are not like the wild-root plants sold by nursery agents and department stores WITHOUT A GUARANTEE of any kind but are ON THEIR OWN ROOTS, not grafted on wild Rose roots and are GROWN IN LARGE POTS for amateur planters--for you. Once planted they last a life time and no matter if the tops be winter killed they come stronger and better year after year from the original roots. This makes them vastly superior to budded or grafted Roses.

We send you PLANTS that are ALIVE--POT-GROWN BUSHES which cost us five times more to produce than dormant, leafless, wild-root, nursery grown stock and WE SELL THEM AT ONE-THIRD THE COST.

We do all the experimenting and take all the losses. We take all the risks--you take none.

We ship goods safely everywhere but all shipments travel at purchaser's risk. Our customers' interests are our interests. A pleased customer is our best advertisement. We aim to please and satisfy you.

If you want BEAUTIFUL, FRAGRANT ROSES blooming in boundless profusion THIS YEAR--NOW IS your opportunity. Simply follow the plain instructions in the catalog and you will succeed.

Send your order NOW--TODAY! If you hesitate you are putting aside one of life's greatest joys--blooming Roses in the home or garden. Every order will have PERSONAL CARE and attention. Why not decide now?

We pay all shipping charges when requested to do so, anywhere in U. S. A. See terms of sale page 3.

Cordially yours,

P. J. Lynch Owner.

P. S.--Now--any time during the growing season--is the time to plant our famous POT GROWN ROSES for the best results this year! They are not like the wild-root plants sold by nursery agents and department stores without a guarantee of any kind. This book is sent to you at the proper planting time. Flowers around the home are the best investment in the world.

(SEE OVER)

All Low Price Records Broken

10% Discount

Read This Page Carefully

10% Discount

Planting Roses Around the Home is Not a Luxury

They are just as important as the furniture in the home or the paint on the house. No other investment yields so much pleasure and profit.

Growing Roses is our great specialty. These famous "Roses of New Castle" have a world-wide reputation. We have the most modern establishment in America, surrounded by broad acres of the best rose growing soil on this continent.

With a life-time's experience as our greatest asset, I am able to do that which no other man is doing—**AL-LOW 10 PER CENT DISCOUNT**



P. J. LYNCH, Owner
Heller Bros. Co.
New Castle Rose Co.
New Castle, Ind.

FROM ALL PRICES IN THIS BOOK, except where noted.

We prepay all express charges anywhere in the United States, **WHEN REQUESTED TO DO SO ONLY**, and give **FREE** with every order for \$1.00 or more, providing you ask for it, a strong plant of perhaps the greatest of all new Roses.

BABY DOLL BLOOMS ALL THE TIME.

This year I bought a list of Roses of you and they are beautiful. The "BABY DOLL," Sunburst and Mrs. A. R. Waddell are very fine. "BABY DOLL" blooms all the time.

A. E. CLINE,
Farallon, California.

Take Advantage of This Exceptional Selling Offer

We are in the center of population in the United States. We reach all points quickly. We are served by the Adams, Southern, American and Wells-Fargo express companies.

All two-year-old and star size plants must be sent by express. We prepay the charges if you request us to do so but unless you do, the goods will be sent forward with shipping charges collect. When we prepay charges we remove all the soil from the roots of the plants to reduce the weight to the minimum but when we send by express, purchaser paying the charges, we leave practically all the soil around the roots, which many insist upon and a great advantage to the plants. For the trifle involved in express charges we strongly advise our customers to have shipments sent forward collect and secure the benefit of this better method of packing.

We ship goods safely everywhere but all shipments travel at purchaser's risk. We aim to have all plants true to name but do not guarantee this. If we are out of a variety ordered we will send another of equal value.

Errors are promptly corrected but complaints must be made within ten days after receiving shipment, otherwise they will not be entertained.

A Great New Rose Free

These wonderful offers will make this the greatest plant sale of all history. This vast enterprise is brought to your very doors. The quality of our stock has made us the largest producers in America and we are going as far as we dare in sharing our great fortune with you. We give free provided you want and ask for it one of the greatest new roses of recent introduction. Give us your order immediately. Do not delay.

10 Percent. or One-Tenth Off

We give you the benefit of selling direct to you and make you a discount of 10% from all prices in this book, except where noted. For instance your order totals \$5.00 send us \$4.50 in money or select additional goods to the amount of 50c, making a \$5.50 order of goods for \$5.00.

All Prices and Terms are Subject to Change Without Notice

If you want beautiful fragrant roses blooming in boundless profusion this year, now is your opportunity. Notwithstanding the tremendous increase in the cost of production we are not advancing our prices but have increased our production on the ground of larger sales and smaller profits, but if we find that we are unable to maintain these low prices, they will be changed without notice. All collections subject to change but in every instance equal value or more will be given in all our values. Our pot grown plants may be planted at any time and now, today, is the chance of getting these famous "Roses of New Castle" at these unprecedented prices. Your order will have my personal care and attention.

Sincerely yours,

New Castle, Indiana.

This is our latest catalogue. All previous offers, terms, and prices, are cancelled.

We Break All Low Price

One-Tenth Off

**EXPRESS PREPAID
WHEN REQUESTED**

Records

10% Discount

**EXPRESS PREPAID
WHEN REQUESTED**

"The Roses of New Castle" are the best grown and most famous Rose plants in America. We have the best equipped, the most modern Rose growing establishment in the world. The production has reached its highest efficiency in both quality and quantity. We propose to move this immense stock and make it possible for you to have beautiful Roses in glorious abundance in your yard or garden **this year**, hence while our stock lasts **every price in this book, except where noted, is cut 20 per cent.** This is the most extraordinary offer ever made. In addition to this wholesale discount we prepay all shipping charges, mail and express, but only when requested to do so.

PRESIDENT
W. M. PENCE

VICE PRESIDENTS
O. C. SAFFELL
H. E. JENNINGS

CASHIER
THOMAS B. MILLIKAN

ASSISTANT CASHIERS
FRANK PENCE
JOHN R. MILLIKAN

BANK NUMBER THREE

THE CITIZENS STATE BANK

ORGANIZED IN 1873

CAPITAL & SURPLUS \$ 200,000.00

NEW CASTLE, IND.

TO WHOM IT MAY CONCERN:

Mr. P. J. Lynch, the owner of our large Rose growing establishment here, has done a large business with this bank for many years. He has a model Rose growing establishment and he stands high in the business community as a man of good character, doing an extensive nation-wide business. His dealings with us have always been with the strictest integrity, and we recommend him to the business public as an honorable upright business man, whose guarantee may be relied upon at all times.

CITIZENS' STATE BANK,
T. B. MILLIKAN, Cashier.

April, May, June and July are Ideal Months for Rose Planting

This book will reach you about the opening of the planting season. More Roses are lost by planting too early than all other causes combined. Plant Roses at "corn-planting time," when the ground is in proper condition, and our big, lusty, vigorous plants will take hold in their new surroundings and thrive in a way marvelous to behold. Remember, our Rose bushes are all on their own roots, and all growing in pots, and when transplanted in your garden they keep right on growing without being checked. Within a very short time you can have Roses blooming in your yard or garden in glorious abundance. But make out your order at once—time is slipping by—and receive for your money the best, most vigorous, the handsomest Rose bushes ever grown. Orders booked ahead for delivery when wanted. Order early. The demand will be great and we will fill orders in strict rotation. Order now, without delay.

Remit by Bank Draft, Post Office or Express Money Order, Check or Registered Letter. Complaints must be made within 10 days after arrival of goods, otherwise they will not be entertained.

Read this Statement

We ship goods safely everywhere. We refer you to any Bank or Commercial Agency as to our reliability. What do you say? Do we get your order or not? Whenever it suits you best you can plant our famous pot-grown Roses. They will bloom in glorious abundance for you this year. This opportunity will never come again. We want an order from you. You cannot fail to succeed.

One-Tenth Off**EXPRESS PREPAID
WHEN REQUESTED**

Buy Direct

10% Discount**EXPRESS PREPAID
WHEN REQUESTED**

From the Most Modern and Best Equipped Rose-Growing Establishment in America

This Discount of 10% or One-Tenth Off Applies to Every Price in this Book Except where Noted.

We grow every Rose plant we sell. We are not jobbers or commission men. We are not Nurserymen, nor do we sell our plants in Department Stores. We sell direct to the planter. The planting season for the Department Store, cold storage, dormant plant which you get in a leafless and many times lifeless condition and never on its own roots, is limited to March and early April, because the Nurserymen or the Department Stores have no glass houses. These plants, usually Holland grown, sold by Department Stores and Nursery Agents, are as a rule a delusion and a snare. No one is responsible, neither the store that sells them nor the man in Holland over three thousand miles away who sold them to the store keeper or the nurseryman.

With or immense new equipment we grow Roses in Nature's own way. We do all the experimenting and take all the losses. The plants are now lusty and vigorous and growing larger continuously in large crocks or pots. They are in full foliage and in many cases in bloom when you get them. We wrap in water-proof paper and ship anywhere in the United States. We have shipped millions of Rose plants to all parts of the world. Ask the Department Store salesman or Nursery agent where his Roses are grown. This is a good time to plant Roses "made in America."

Plant Roses! Plant lots of them! Now, today, tonight! as the case may be, is the hour and minute to make up an order for these famous "Roses of New Castle," and after you have had them one month you will say that no money that you have ever spent in your lifetime has given you so much pleasure as that which you will send us. Liberality and personal attention to all orders, whether large or small, and the positive certainty that we will please you, together with this wonderful cut in prices of 10 per cent from every price in this book except where noted, we think is the greatest achievement in advancing the love of Roses that has ever been accomplished in America by any firm, in any time. Will you let the opportunity go by or will you send your order now? These prices will probably never be made again.

We unqualifiedly recommend planting our Roses during April, May, June, and July, whenever the conditions are right with you for planting.

The Expert Says: "OWN ROOT Roses are the Best for Planting."

By PERLEY A. HILL.

Secretary Amateur Gardeners' Association, Salt Lake City, Utah.

Most Roses furnished by dealers are "own root," or "low budded" stock. "Own root" Roses are struck from cuttings and after development are "potted off" and kept in cool greenhouses, then sold with ball of earth attached. **These are the best for planting, because they are alive and growing at the time of purchase, which insures immediate results.** These Roses are sold by Eastern dealers in 1, 2 and 3-year-old grades, ranging in prices usually one-year 25c, two-year 40c, three-year 75c, with the express added. One-year stock is best to buy and should be planted in beds twelve inches apart, and after the second year remove every other one. Beds should be well-drained and composed of good garden soil, deeply dug and heavily mulched with well-rotted cow manure, and for best results

exposed to full sun. These Roses are safest for the amateur to plant, as there is no root disturbance, the ball of earth merely being tamped in its bed two inches below ground level.

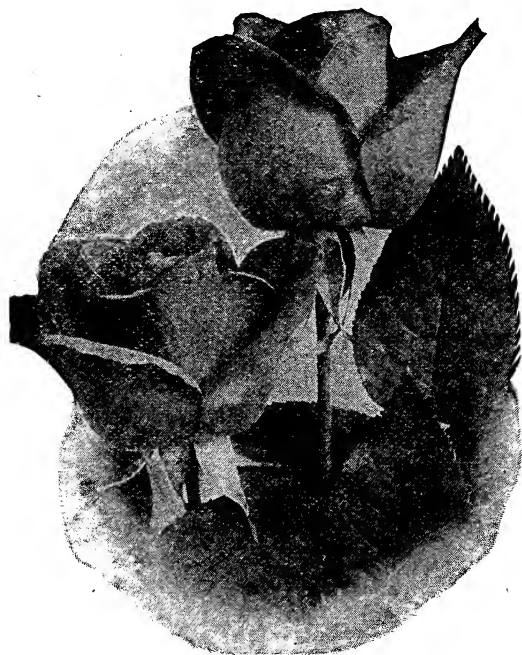
Roses like a well-drained soil with a little clay. Roses do better in beds. Roses like full sunshine, a free circulation of air in summer and protection from cold wind in winter. Roses should never touch any other variety of plant, either with root or branch. A heavy pressure of water should never be used on Roses. Ground bone meal and well-rotted cow manure are excellent food for Roses. Bear in mind that Rose beds should be kept free of weeds, and especially grass and there should be at least ten inches space between bush and grass border.

Great "SURPRISE" Collection

**Greatest Value for the Least Outlay Ever
Offered by Any Reputable Rose Grower**

**\$4.25 Twelve Splendid
2-year-old Roses**

**We Pay all Express Charges
When Requested to do so**



Rhea Reid.

Never before has there been such a world-wide movement toward more beautiful home surroundings. It seems as if **everybody** wants Roses in the yard and garden. They add as nothing else does to the permanent beauty of the home and make for a better and more refined home atmosphere. By reason of our tremendously increased production we easily outdistance all competition both in quality and quantity. We must of necessity carry enormous stocks. This year our stock is not only large, but of the finest quality. Rather than carry this splendid stock over another year, we will dispose of it at a price far below cost, hence this offer. Our loss is your gain, and until the stock is exhausted, we make this marvelous offer—

**Twelve Magnificent
Two-year-old Plants
\$4.25**

All Charges Paid When Requested to do so

This great collection of **Hardy Everblooming Roses** embraces the finest varieties in the world. All different, on their own roots, now growing in large pots or crocks, **planted from April to July**, they will last for years and commence producing their beautiful flowers **at once**, and your yard or garden will be ablaze with Roses all through the growing season if you take advantage of this rare offer **today—now**. The price of this attractive collection is wonderfully low—the returns large and dead-sure. Why then hesi-

tate? Take our word for it, you will be satisfied with what we send you.

Planting Time Is Here

Rhea Reid, Climbing American Beauty and Other Rare Varieties in This Collection

We will include in this collection such Roses as **Rhea Reid**, a crimson bush Rose of extraordinary merit, hardy everywhere and everblooming; **Climbing American Beauty**, the popular climber of today, produces an abundance of beautiful red flowers, and others equally as rare.



Order as the "Surprise" Collection

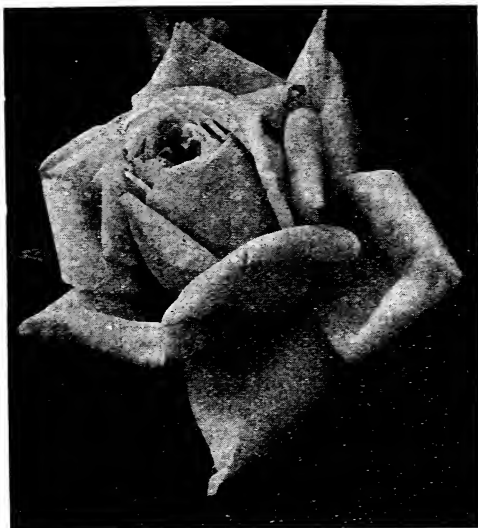
NO DISCOUNT ALLOWED.

The Greatest Roses in the World for 10 Cents Each

The Magnificent "New Castle" Collection of Roses

Every spring we receive thousands of letters asking us to name a collection of Roses—the best kinds for general home culture. Of our vast collection the ten varieties named below are in our opinion the best garden Roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower, make them the best collection for amateur planting. They will bloom with the utmost freedom this year, and this we guarantee. No two alike. In this collection we include the magnificent Rose Jeannette Heller, in itself fully worth the price of the complete set. All labeled and sent postpaid. Safe arrival guaranteed to any point in the United States.

Please order as the New Castle Collection.



The Wonderful Jeannette Heller Rose.

Ten Wonderful Hoosier Roses Postpaid for \$1.00

No Discount Allowed on this Offer.

JEANNETTE HELLER—Exquisite blending of pink and lighter shades; magnificent variety.

BABY DOLL (Tip Top)—The most sensational new dwarf Rose ever introduced; dainty, perfect flowers, colors ranging from vivid crimson to old gold; always in bloom.

PINK MAMAN COCHET—A great pink garden Rose; flowers immense.

RHEA REID—One of the best crimson garden Roses; magnificent, full, deep, double flowers; color vivid crimson; fragrant and exquisite.

BRIDESMAID—A famous pink forcing Rose; equally famous as a garden Rose.

WHITE MAMAN COCHET—Superb white, vigorous grower.

Washington, D. C.

This has been my Rose year, and before it ends I want to thank you for my success. I have over five dozens of your Roses in my front yard, planted this year, and have seen no others anywhere to compare with them. The highest compliments have been from the highest authorities. The Ass't Sec'y of Agriculture in a personal letter spoke of their wonderful fragrance. The Jeannette Heller is Queen of all Roses. For every dollar I have paid you I have received a hundred in gratification. When I first read your catalogue I thought you were talking pretty strong. Now I think it not strong enough.

Yours truly, F. D. HOOTON.

KAISERIN AUGUSTA VICTORIA—A great white garden Rose; magnificent flowers.

CRIMSON QUEEN—Queen of all Roses; crimson flowers, gigantic size, delicious fragrance.

CLIMBING AMERICAN BEAUTY—A real American Beauty, only of the climbing habit. Crimson blooms.

MAD. FRANCISKA KRUGER—A new hardy garden Rose. Rich golden yellow. Awarded first prize as the best garden Rose of its color.

Full descriptions of all these Roses will be found on various pages of this book.

Special Offer One each strong, vigorous plants, from pots 3 and 3½ inches in diameter, of the 10 superb Roses offered above, postpaid for \$1.00. One each (10 in all) larger size, \$2.50. The complete set in strong two-year plants, on own roots, 10 in all, \$4.00, by express. The entire 10 varieties in lusty Star size plants, \$7.00, by express.

GREAT BARGAIN ROSE COLLECTIONS

Look at the value given in these great "Sample Collections." It seems almost like giving away stock. We want your order! Our loss is your gain. These collections are all composed of standard sorts, tried and true, and will give you an abundance of fine flowers this summer if planted during April, May, June or July. Plants are strong two-year-old stock, growing in large pots or creeks. All on own roots, no discount allowed. Prices net.

Sample Collection \$4.25

2 Mrs. B. R. Cant, 2-year.....	\$0.80
2 Killarney, 2-year.....	1.00
2 Helen Gould, 2-year.....	.90
1 Pink Cochet, 2-year.....	.45
1 White Cochet, 2-year.....	.45
1 Jeannette Heller (new) 2-year.....	.50
1 Mme. Abel Chatenay, 2-year.....	.50
1 Crimson Rambler, 2-year.....	.45

Regular Price\$5.05

Sample Collection \$3.50

2 White Cochet, 2-year.....	\$0.90
2 Baby Rambler, 2-year.....	.90
2 Mrs. B. R. Cant, 2-year.....	.80
1 Jeannette Heller (new) 2-year.....	.50
1 Alberic Barbier, 2-year.....	.45
1 Sir Thomas Lipton, 2-year.....	.50
4 Carnations (our choice).....	.50

Regular Price\$4.55

No discount allowed. Prices net.

Sample Collection \$2.25

1 White Maman Cochet, 2-year.....	\$0.40
1 Jeannette Heller, 2-year.....	.50
1 Pink Maman Cochet, 2-year.....	.45
1 Climbing American Beauty, 2-year....	.50
1 Lady Hillingdon, 2-year.....	.50
1 Pink Killarney, 2-year.....	.50

Regular Price\$2.90

Sample Collection \$8.00

2 American Beauty, 2-year.....	\$1.00
2 Mme. Eugene Marlitt, 2-year.....	.90
2 Cardinal, 2-year.....	1.00
2 Mrs. Aaron Ward, 2-year.....	1.00
2 White Cochet, 2-year.....	.90
2 Etoile de Lyon, 2-year.....	.80
2 Mrs. B. R. Cant, 2-year.....	.90
2 Lafrance, 2-year.....	1.00
2 Jeannette Heller (new) 2-year.....	1.00
2 Mme. Abel Chatenay, 2-year.....	1.00
1 Excelsa (Rambler), 2-year.....	.45
1 Crimson Rambler, 2-year.....	.45

Regular Price\$10.40

Extraordinary Offer: Our Great Box Collection for \$2.25



Beautiful Jeannette Heller Rose.

This is the greatest value for the money ever offered—6 magnificent, new, hardy Roses, our selection, strong, vigorous two-year-old plants, on own roots, from large pots; will give immediate results.

This collection includes the famous New Rose, Jeannette Heller, the best and most beautiful hardy everblooming bush Rose in the world, and the wonderful crimson bush Rose Rhea Reid.

All for \$2.25, EXPRESS PREPAID

This means that while this magnificent stock lasts you can get this bargain collection at almost half price, and we say to you that this is the best value for the money ever offered in America. You can spend fifty dollars in porch furniture, awnings and other adornment, but for \$2.25 you can have delivered at your door this grand "Box Collection of the Famous Roses of New Castle." From it you can have more satisfaction and adornment for your home than from the \$50.00 spent in inanimate furniture and awnings. **DO IT NOW—TODAY.**

Jeannette Heller alone is worth the price of the entire collection. No discount allowed. Prices net. Please order as **THE BOX COLLECTION.**

What 50c Will Do!

It Will Buy a Complete Flower Garden of Roses, Summer-Flowering Bulbs, Cannas, Dahlias, Carnations, Chrysanthemums, etc.

Greatest value for the money ever offered. We send out only the highest grade plants in every collection.

The following wonderfully low priced Collections are made up and offered to our friends for the purpose of having them enjoy the pleasure of growing some of the remarkable Roses and other plants listed in this book. The plants and bulbs in these Collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us.

Please Order by Bargain Number

Collection No. 1 For 50 cents we will send 6 splendid new Hardy Everblooming Tea Roses.

Collection No. 2 For 50 cents we will send 4 Hardy Hybrid Tea Roses and 2 Hybrid Perpetual Roses—6 fine plants in all.

Collection No. 3 For 50 cents we will send 5 Hardy Hybrid Perpetual Roses, no two alike.

Collection No. 4 For 50 cents we will send 5 choice Geraniums, both single and double, fine varieties.

Collection No. 5 For 50 cents we will send 4 choice Ferns.

Collection No. 6 For 50 cents we will send 6 splendid new Chrysanthemums, the leading kinds, all different.

Collection No. 7 For 50 cents we will send 4 elegant Canna plants.

Collection No. 8 For 50 cents we will send 5 extra-fine Carnation plants, best varieties.

Collection No. 9 For 50 cents we will send 5 strong Violet plants, best varieties.

Collection No. 10 For 50 cents we will send 4 Hardy Perennials, all different.

Collection No. 11 For 50 cents we will send 1 Fern, 1 English Ivy, 1 Carnation, 1 Dahlia, 1 Geranium, best varieties, all labeled.

Collection No. 12 For 50 cents we will send 13 fine Tuberose bulbs—9 Excelsior Pearl, 2 Orange flowered and 2 new Variegated-leaved.

Collection No. 13 For 50 cents we will send 10 new and rare Gladioli, including our best kinds.

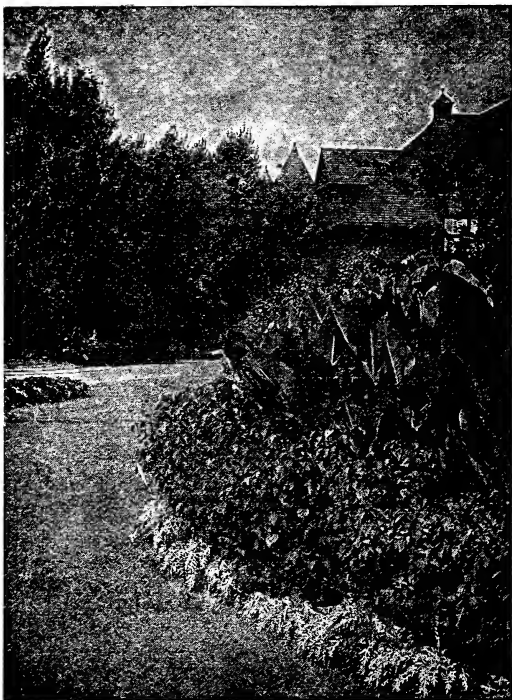
The offers made on this page are NOT subject to a discount, but are net.

Do not fail to take advantage of these remarkable Collections—you will be delighted with them. They will give you untold pleasure and satisfaction.

A Famous Rose Plant Free

In all orders for two or more of these Collections we will add a strong, vigorous plant of our world-famous Rose, Jeannette Heller, FREE.

Choice Bedding Plants



Bed of Salvia and Cannas.

Cannas

We offer these popular flowering, foliage plants in large pot-plants only, instead of leafless, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas, with their magnificent Banana-like foliage they impart a tropical aspect to the lawn or garden, and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage itself is majestic, while the flowers come in immense heads and throughout the summer are a blaze of glory. In the fall bring them indoors and store in a cool, dry place. Inspect our list of varieties and note the magnificent effects that can be had. **Strong pot plants, our selection, \$10.00 per 100 net.**

Dahlias

These magnificent, showy flowers are indispensable for late blooms. Producing such a gorgeous display of blooms during August and September and until killed by frost. We offer pot-grown, strong, well-rooted plants that will produce the blooms, and all the leading sorts. Price, our selection, \$8.00 per 100, by express, prepaid. Price, net, no discount.

Any of the above prices hold good in lots of twenty-five or more. No discount allowed.

Gentlemen: I bought Roses from you last spring. All living nicely. All except two have bloomed.—J. T. KENNEDY, Ala.

Salvia - Scarlet Sage

The most satisfying and popular bedding plant in existence. A bed of Salvia planted out in the garden or at the base of the porch fairly glows all summer and until late fall with its masses of brilliant scarlet flowers. Will grow to perfection in ordinary soil and requires no care. Plant ten to twelve inches apart or closer if desired. A bed of Cannas edged with Salvia makes a wonderful display at little expense. \$5.00 per 100, express paid. Price net.

Coleus

The finest assortment of Coleus in the United States. They are as fine as Crotons in the color effect—in fact gorgeous.

Coleus represent more color in their variegation than any other plant. Whether grown as single specimens or in masses or ribbon lines they are equally attractive. They are of the easiest culture and well adapted to our climate, flourishing in the hottest sun. \$5.00 per 100, net.

Geraniums

The most easily grown of all flowering plants. Particularly fine for bedding or growing in porch and window boxes; in fact, wherever a quick, brilliant effect is wanted, Geraniums are unsurpassed. Our selection of assorted strong plants, \$8.00 per 100, net.

Any of the above prices hold good in lots of twenty-five or more. No Discount Allowed.

10 Percent Discount Except where noted given from all prices, all shipping charges paid when so requested and a Rose free with every order amounting to \$1.00 or more.



New Large Leaf Bedding Coleus.

Great "Trial Collection"

12 Rose Bushes for \$1; 8¼c Each

We carry the greatest stock of Rose plants ON OWN ROOTS on this continent. There are many varieties of wonderful merit practically unknown. We want you to know them as we do, hence this wonderfully liberal offer—12 FOR \$1.00 POSTPAID. The now famous AMERICAN BEAUTY ROSE was first introduced through a Trial Collection. Many other famous Roses have come into their own through these Trial Collections, which embrace the most beautiful Roses in our big establishment and include the hardiest, finest everblooming varieties among all classes. They will bloom freely this year—everywhere. We will include in the Trial Collection a strong plant of our famous Pink Maman Cochet, and White Maman Cochet, the greatest all-around garden Roses now known, a grand pink and a great white; also Climbing American Beauty, a magnificent climbing reproduction of the famous AMERICAN BEAUTY. Hardy everywhere, free from insects, and considered the greatest of all Climbing Roses; recently sold for \$1.50 each. Vivid rosy-crimson flowers in immense clusters. Once planted it lasts a lifetime.

12 Strong, Hardy, Everblooming Rose Plants, including the Famous New Rose, CLIMBING AMERICAN BEAUTY and Pink and White Maman Cochet **\$1**

The idea of this famous Trial Collection originated with us, and as imitation is the sincerest flattery, there are others offering so-called "trial collections," but not like this famous collection of ours. The reason that it has been such a great success is that we grow the best plants in America. We have no poor stock. We carry the finest list of Roses in the world, and if we wanted to select a collection of poor Roses we could not do it because we are carrying only the cream of the world's introductions and have discarded all inferior varieties, hence in this collection you get the rarest and finest Roses.

Order This Collection NOW

If you order this Collection, we promise to make you a Rose enthusiast, and a friend for all time of the "Roses of New Castle." White, pink, red, yellow and all the intermediate tints and shades—beautiful climbing Roses—rare Roses of every kind are included—big, strong, lusty plants, each one a specimen, sure to grow and just as sure to bloom this and each succeeding year—12 OF THEM, each one carefully labeled, sent postpaid to any address for \$1.00.

No Discount is Allowed on This Offer

YOU—WILL HAVE THE SAME SUCCESS

"Roses received in fine condition and am very much pleased. Those I received from you last spring in a Trial Collection have developed into grand plants."
—F. V. Brown, Washington, D. C.

"Must say the 16 Roses you sent me last year proved all that you recommend, perfectly satisfied, only wish I had room for another collection."
—Mrs. A. E. Ayres, Milford, Connecticut.



Pink Maman Cochet (See back cover).

Five Glorious New Roses

These new hardy Hybrid Tea Bush Roses are the most majestic, exquisitely beautiful Roses the world has ever seen. Magnificent in their splendid, hardy growth, they produce their gorgeous blooms continuously throughout the growing season, and no matter where planted they will grow and bloom in a manner that will be a revelation to you.

Mrs. Charles Russell

"MADE IN AMERICA"

This queen among Roses is in a class by itself. No other Rose compares with it with the possible exception of our great new Rose "NEW CASTLE" described elsewhere in this book.

So great is the demand for this variety that it is practically impossible to buy it anywhere at any price in quantities. Its flowers sell for more than any other Rose now known not even excepting the great "American Beauty." It has made fortunes for those who have had it to grow in quantities for the flowers. The blooms are gigantic and produce on immense stems three or four feet in length. The most majestic Rose of modern times. Free blooming and does well in ordinary good soil. The color is deep rosy pink, beautiful beyond description. The stock is exceedingly scarce and will continue to be scarce indefinitely. One-year-old plants 35c each, three for \$1.00; larger size 50c each, postpaid. Two-year-old plants 75c each; still larger Star size plants, some budded, \$1.00 each by express.

Sunburst

This gorgeous variety is one of the finest yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and straight, wonderfully vigorous of habit. In the larger sizes some of our plants are budded low on Manetti stock.

Tipperary

A beautiful new Irish Rose. This is the Rose that has taken expert Rose growers by storm and scored a sensational hit in America. If it is "a long way to Tipperary," it will be a long time before it can be forgotten that one of the most beautiful Roses of recent origin came from there. A seedling of the famous Mrs. Aaron Ward it is a better grower and freer bloomer. The bud is slender and sharply pointed and the bud opens into a rosette form as does Mrs. Ward. Stems are long, slender and stiff, each crowned with a clear golden, yellow flower.

Primerose

This sterling variety is of the general type of Ophelia in sturdiness of growth, fine, strong foliage, freedom of bloom and magnificence of flower. The bud is long and pointed, ideal in form and the color is new and difficult of description—deep saffron or old gold shading into apricot tints, deeper at the base of the petals. The general effect is the glowing color of the setting sun. Very unique and beautiful. The leader in golden color effects.

National Emblem

Named in honor of the glory of the nation and ought to be in every home. McGreehey & Son, who have given us many of our most beautiful roses, after years of constant effort to produce their masterpiece, send it to us as the most perfect of garden roses. The color is unsurpassed—a crimson, overlaid with deep velvet crimson shading to deeper vermilion edges; buds long and pointed, the blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Strong and sturdy of growth. Sold last year at \$1.00 each. Will take the place of "Chateau De Clos Vougeot," the "black Rose."



Mrs. Charles Russell.

Prices of all Roses on this page, except where noted: One-year-old pot plants, 25c each, 5 for \$1.00; larger size, 35c each, 3 for \$1.00, postpaid; heavy two-year-old plants, 65c each; still larger size, specimen plants, 65c each, by express.

Special Offer One each of the five varieties offered above in one year old plants sent postpaid for \$1.00; one each in two year old plants by express, \$2.00.

“Made in America” Famous Jeannette Heller Rose

It is the best, strongest, healthiest, hardiest
and most beautiful bush rose in the world

Fifteen Good Reasons Why Jeanette Heller is the One Best Rose for American Gardens:

1. The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.

2. Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

3. Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

4. You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a Southern climate. It is absolutely hardy everywhere.

5. No colored picture can show the magnificence of its flowers, not only in form, but in the beautiful harmony of colors.

6. The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.

7. This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

8. No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

9. No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

10. You may think your soil or situation is not suited to Rose growing. Set aside such misgiving and plant Jeannette. It will grow where weeds grow—in any soil or climate.

11. You folks in the extremely cold climate who wish for your own Roses can gratify that wish.

Plant Jeannette Heller. It will grow to perfection no matter where you live.

12. Throughout the Middle West and Southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

13. Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

14. The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

15. This is an American Rose, “Made in America.” It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—The best Rose in the World.



Two lovely flowers—Jeannette Heller and her Rose.



I ordered Roses from you last year
and liked them very much.

J. M. KING,
Bristol, Tennessee.

PRICE—Strong, one-year-old pot-plants, 25c each, 5 for \$1.00, \$2.50 per dozen; larger size, 35c each, 3 for \$1.00, \$3.50 per dozen, postpaid. Extra large, heavy, 2-year-old plants, 50c each, \$5.00 per dozen; 3-year-old, magnificent specimen plants (limited quantity), 75c each, \$8.00 per dozen, by express. **ON OWN ROOTS.**

10 Percent Discount Except where noted given from all prices,
and a Rose free with every order of
\$1.00 or more.

The Glorious NEW ROSE Crimson Queen

"MADE IN AMERICA"

A Deep Crimson Hybrid Tea Rose A Queen Indeed

(See illustration in color on front cover page.)

Of late years many marvelous new crimson Roses have been introduced. In our estimation this magnificent new variety takes front rank. This means in comparison with such famous Roses as RHEA REID, HADLEY, HOOSIER BEAUTY and others almost equally beautiful, CRIMSON QUEEN possesses outstanding features of superiority.

The growth is unusually fine, strong, clean and vigorous—ideal outdoors. Foliage practically insect proof, very large, heavy and leathery, a highly valuable feature not found in every crimson Rose.

Has splendid strong roots—making it of extreme hardiness. Buds very long and pointed, opening into exquisite and imposing form, petals large and broad. The flowers are borne with great freedom throughout the growing season, on long and exceedingly stiff stems. The flowers are beautiful beyond description.

The color is rich, deep, glowing crimson, overlaid with a velvety-black sheen—so exquisitely beautiful as to baffle description or illustration, while the fragrance is delicious. Altogether this superb new-comer marks a distinctive advance in the field of hardy blooming crimson Roses. As a garden Rose "Crimson Queen" has no superior. When we first saw this Rose in bloom we at once pronounced it the most beautiful crimson Rose we had ever seen, and totally distinct. You will say the same when you see it. It is beautiful beyond words. One of the foremost Rosarians of this country upon seeing this wonderful variety for the first time pronounced it the most beautiful of all deep crimson Roses.

First size, 25c each; 5 for \$1.00; larger size, 35c each; 3 for \$1.00, postpaid; two-year-old plants, 65c each; still larger star size plants, 85c each, by express. All plants on own roots—once planted practically permanent.



The Glorious New
Rose, Crimson
Queen.

PRaises THE EXCEL- LENCE OF OUR PLANTS.

"Allow me to express to you my appreciation of the excellence of your rose plants which you sent me last spring. They reached me in perfect condition April 15th and by September I could hardly convince my neighbors that they had been put out in one-year-old roots a few months before."—MRS. R. G. DILLARD, Center Cross, Va.

Some Well Known and Rare Roses

NEW CENTURY (Rugosa)—Bright rosy pink, with red center, with petals widely bordered with creamy white. Very hardy.

BABY TAUSENDSCHON (New Polyantha)—Small cupped blooms of veined rose with feathered edges of soft clear pink. A lovely little novelty, each bush forming a symmetrical bouquet.

OLIO (Hybrid Perpetual)—Strong, vigorous grower, handsome foliage. Flowers flesh color, shaded in the center with rosy pink.

MAD. CHARLES WOOD (Hybrid Perpetual)—Bright fiery red; a generously large Rose, very double, full and quite fragrant. One of the few constant bloomers in this class.

CARDINAL (Hybrid Tea)—New red Rose. Strong grower, with large and massive flowers; deliciously fragrant, full and double to the center.

WILLIAM C. EGAN—We believe this to be one of the best of the hardy creeping Wichuriana roses and we are fortunate in having it in a fairly good supply. Hardy everywhere, flowers borne mostly in clusters a beautiful shade of rosy pink.

CAPTAIN CHRISTY—A great Hybrid Perpetual Rose, bearing flowers the equal of American Beauty. Bush form, strong growing, hardy as an oak tree, immense deep double flowers of rosy crimson color.

HERMOSA (Bourbon)—Good hedder. Hardy. Color beautiful clear rose. Blooms in fine clusters; large, very double and fragrant.

PRINCESS DE SAGAN—No better garden rose than this. The color is intense velvety crimson and bush grows dwarf and symmetrical and when in full bloom is the equal of an azalea. Very hardy and always in bloom.

BURBANK—When introduced by Luther Burbank this rose commanded the attention of the entire rose world. It is of bush form bearing in continuous profusion large rosy crimson flowers of splendid fragrance. A great garden rose.

BEAU CARMINE—Old and very beautiful; rich carmine red flowers, produced in enormous profusion continuously on strong sturdy bush; a beautiful variety.

GENERAL DE TARTAS—We are fortunate in having for our customers so many rare old favorites among which there is no superior for garden roses than this magnificent variety, which produces large flowers full and fragrant. Grows sturdy and dwarf; color brilliant carmine shade. Violet purple sometimes tinged with buff.

Price of all Roses on this page, except where noted, strong one-year-old plants, 20c each, 6 for \$1; larger size, 30c each, 4 for \$1, postpaid; two-year-old plants, 50c each; Star size plants, 75c each, by express.

Prince E. C. d'Arenberg

A Sensational Rose—A Rival of American Beauty

This Rose won a gold medal at the great Cleveland Flower Show last year, and is one of the best for exhibition purposes.

In no Rose of recent introduction have we found so many desirable features as there are in Prince E. C. d'Arenberg, and we are fortunate in being able to offer it for the first time to our customers.

Flowers of a bright scarlet shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double, perfect form, massive petals. Resemble American Beauty in shape and size. Strong, healthy grower, excellent foliage, constant bloomer, making an ideal garden Rose, as there is no color as showy as a deep scarlet, and attracts attention wherever grown. Hardy in almost any location or climate. An excellent cut-flower variety, blooms always in demand. Stock limited. Orders filled in rotation in which received. Price, first-size or one-year-old plants, 25c each; 5 for \$1.00; larger size, 35c each; 4 for \$1.00, postpaid. Two-year-old plants, 50c each; still larger, Star size plants, 75c each, by express. All on their own roots.

NATALIE BOTTNER—Magnificent; cross between Frau Karl Druschki and Kaiserin Augusta Victoria, and claimed to be superior to either. Color delicate cream yellow.

MOLLY SHARMON CRAWFORD—(Tea) Delicate white; large, full flowers. Hardy.



Prince E. C. d'Arenberg.

Jonkheer J. L. Mock

The Giant Pink Hybrid Tea Rose.

This sensational Holland production is in a class of its own. It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. It is well named the "Giant Pink Rose."

FRANCIS SCOTT KEY—A magnificent Hybrid Tea Rose originated by the great rosarian, John Cook, of Baltimore, Md., and named in honor of the writer of "The Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double, produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming. Excellent cut-flower variety.



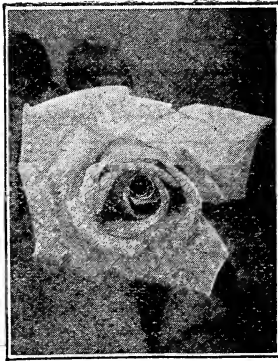
Jonkheer J. L. Mock.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

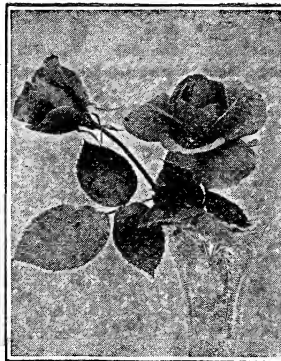
Prices of all Roses on this page, except where noted, strong, one-year-old plants, or first-size plants, 20c each; larger size, 30c each, postpaid; strong two-year-old plants, 50c; Star size, still larger plants, 75c each, by express.



Gruss an Teplitz.



Kaiserin Augusta Victoria.



Richmond.



Yellow Killarney.

HYBRID TEAS—Continued.

Gruss An Teplitz

Called by some growers Virginia R. Coxe. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

MADAM CAROLINE TESTOUT—One of the most popular Roses in its class, and one of the best for outdoor culture. Should be in every garden. Immense, large, clear pink flowers, full and double; beautiful buds. Very hardy.

YELLOW KILLARNEY—(Mme. Jenny Gille-mot). Worthy to be classed with Pink and White Killarney, the greatest garden Roses of today. If anything this variety is stronger growing, throws out long, stiff, sturdy canes, with massive foliage, bearing magnificent flowers, enormous in size, full, deep and double with immense petals. Hardy and vigorous and always in bloom. A tremendously good Rose.

RICHMOND—The most gorgeous of crimson Roses. This great American Rose with its gorgeous color, brilliant, flaming scarlet-crimson, has swept everything before it, both at home and abroad. We are particularly proud of it as a distinctive Indiana Rose, it having been produced within a few miles of here. It has been the sensation of the Rose world, and is now grown in larger quantities than any other Rose, perhaps, with the exception of the American Beauty, to which it is a rival so far as popularity is concerned. It is the most vivid red.

Kaiserin Augusta Victoria

This marvelous Rose has had many rivals for the place it still retains in the greatest white, hardy, Hybrid Tea in existence. Strong, sturdy grower, flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

MAD. SECOND WEBER—A charming pink Rose. A beautiful new pink or salmon-flesh Hybrid Tea Rose which we consider one of the grandest novelties of recent years; the bud is long and pointed, opening into enormous bloom, which deepens its color until fully expanded, when it is as impressive as American Beauty.

MAD. MELAINE SOUPERT—The strong vigorous plants form symmetrical bushes, with an abundance of heavy, dark foliage, and the superb, large, globular flowers are borne on stiff, erect stems. The form is distinct and elegant, and the fragrance delicious. Color golden yellow suffused with faint shades of pink.

WELLESLEY—A most magnificent garden Rose of a beautiful shade of pink; vigorous, healthy grower; remarkably free flowering, with the keeping qualities; most valuable Rose for South-ern gardens.

MADAM JULES GROLEZ—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

MISS KATE MOULTON—Beautiful light pink. A grand new American sort of robust growth.

Price of all Roses on this page, first size, strong, one-year-old plants, 20c each, any 3 for 50c; larger size, 30c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, 50c each, by express. ALL ON OWN ROOTS.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

75c Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Iron-clad or Star size.

New Rose Lady Hillingdon

Tea. One of the loveliest Roses that one could imagine. The color is superb, being of deep yellow tinged with light blush on the outer edge of petals. The bloom does not fade like most of the yellow Roses. Buds are very slender and graceful, borne on long, stiff stems. Rapid grower and free bloomer. Leaves long and narrow. Awarded first prize at the Elizabeth Park (Hartford, Conn.), exhibition as **the best Rose of its color (yellow) for outdoor culture.** Scored third of any color among all the great garden Roses.

MRS. A. R. WADDELL—This is one of the most beautiful Roses we have ever seen. As a garden Rose it has no superior. A pure Hybrid Tea attaining the height of from two to four feet, its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy scarlet, shaded with salmon; beautiful, effective and hardy. Always in bloom.

WILLIAM H. TAFT—A superb new Rose. This great new Hybrid Tea Bush Rose, after exhaustive trials, has shown us qualities that make it well worthy of being named in honor of the former Chief Magistrate of the Nation. The flowers are magnificent both in form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy, and a big Rose in every sense of the word. A magnificent summer-flowering Rose.

CHATEAU DE CLOS VOUGEOT—The "black" Hybrid Tea Rose. The "blackest" of all Roses, with heavy, velvety petals which makes it distinctive from all other Roses. In color it shades from a deep rosy red to a crimson almost black. The bush is extra strong and vigorous in growth with a broad, branching habit and requires considerable room for development.



Lady Hillingdon.

Radiance

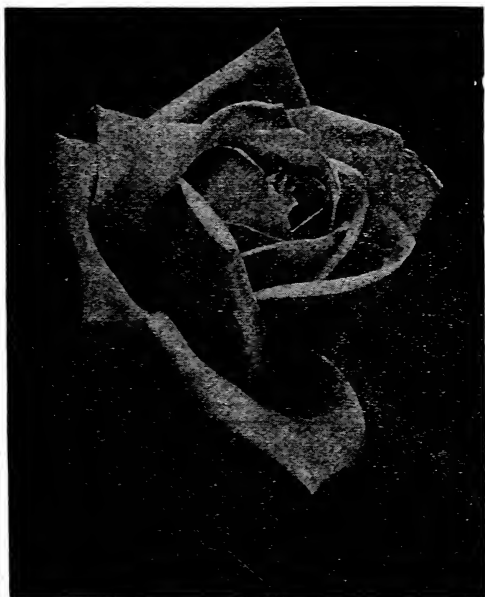
An American Triumph.

Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests it is radiantly beautiful.

ECARLATE—A prominent Rose authority says: "It is a better grower than Etoile de France, darker in color than Liberty and more fragrant than La France." It is a grand red bedding Rose and the longer you put off making its acquaintance the more you miss.

SENATEUR MASCURAND—Considered by many to be the finest of all yellow garden Roses; large, full, double flowers; color deep yellow; free bloomer. Hardy.

BARBAROSA—Not so new but very rare and beautiful. Has been called "Red Frau Karl Druschki," magnificent Hybrid Perpetual. Color, pure carmine-red.



Rose Radiance.

Price of all Roses on this page: Strong, first-size plants, 20c each; 3 for 50c; larger size, 30c each; 4 for \$1.00; two-year-old plants, 50c each. Special Star size, 75c each, all on own roots.

10' Percent Discount
ing to \$1.00 or more.

Except where noted given from all prices, and a Rose free with every order amount-

The "Trial Collection" I bought from you last spring all thrived and bloomed, so am sending a repeater.

W. E. ANDREWS, Provo, Utah.



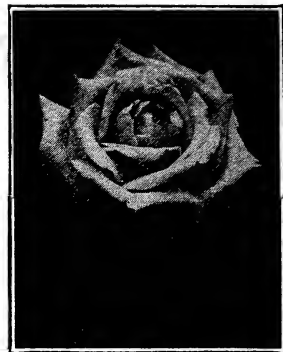
Mrs. Geo. Shawyer.



Ophelia.



Prince of Bulgaria.



Dean Hole.

HYBRID TEAS—Continued.

Ophelia

A glorious Rose. The latest sensation in the Rose World. Magnificent form, beautiful in growth; color salmon pink flushed with coppery rose and saffron tints. First size, 25c, postpaid; two-year-old plants, 65c each; still larger, Star size plants, 85c each, by express.

MRS. GEORGE SHAWYER—Magnificent in freedom of growth and bloom. Has created a sensation wherever shown on both sides of the waters. Glorious flowers; color peach pink. First size, 25c, postpaid; two-year-old plants, 50c; still larger, Star size plants, 75c each.

IRISH FIREFLAME—One of the greatest sensations of the year; new in color; old gold or coppery yellow, flamed with fiery crimson. Long, shapely buds on stiff stems, borne in great profusion. First size, 25c each, postpaid; two-year-old plants, 50c each; still larger, Star size plants, 75c each, by express.

ETOILE DE FRANCE—Gorgeous, rich, velvety crimson; full, very large, double and cup-shaped Rose with fragrance that is deliciously exquisite. Plants form strong, upright bushes with splendid deep green foliage; and in the open ground it is particularly good, growing hardy and vigorous. As the weather grows cold towards fall the color becomes darker, until the flower is almost black, so deep and velvety are its crimson petals. It is pre-eminently the Rose for the masses. It is always in bloom from the earliest days of summer until November. There is no deep red Rose in our list we can recommend more highly.

MY MARYLAND—A Rose of delightful color, distinctive shape and superfine quality which appeals to many on account of its name. In color it is an exquisite shade of pink, the buds and flowers being most beautifully formed and borne on long, stiff stems. The bush is extra strong, hardy and a most prodigious bloomer.

HECTOR MACKENZIE—A winner at the great Parisian Rose Exhibition; glorious deep pink changing to a silver crimson; large, massive and fragrant.

Prince de Bulgarie

Has attained great popularity as a magnificent all round Rose; free blooming, long pointed buds, full and double; color rosy flesh shaded with salmon. A great Rose.

DEAN HOLE—We regard this beautiful new variety as one of the best Roses in this book; and it ought to be, bearing the name of one of the most delightful writers on the Rose of our time. Very free. Flowers large, measuring over six inches across, of great substance, fine form, and produced in wonderful profusion. Color silver carmine shaded with pink.

OLIVIA—Magnificent, strong growing Hybrid Tea Rose. Beautiful buds, large, full, double flowers; strong and vigorous; color rich rose.

PERLE VON GODESBURG—Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out from Germany as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary yellow with light saffron • shadings. A strong grower and free bloomer.

PINK LA FRANCE—A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, beautifully formed and the open flower exceedingly handsome, with fragrance that is simply delicious. In continuous bloom all summer and late into the fall until stopped by frost, and is perfectly hardy.

WHITE LA FRANCE (Augustine Guinoisseau). Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

STRIPED LA FRANCE—In all respects same as the pink, except that its petals are beautifully striped with a deeper shade of rose pink.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Price of all Roses on this page, strong one-year-old pot-plants, 20c each, any 3 for 50c; larger size, 30c each; any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, 50c each; still larger specimen plants, Star size, 75c each, by express. ALL ON OWN ROOTS.

General McArthur

Great New Scarlet Rose.

After many tests and observations we are prepared to say there is no crimson or scarlet Rose better than this variety and for out-door cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

SOUV. DU PRESIDENT CARNOT—We consider this one of the best Roses in cultivation having pretty nearly every meritorious feature that a good Rose should have. Strong in growth, hardy and vigorous everywhere. A tremendous bloomer. Magnificent flowers, large, deep double and exquisitely formed; color delicate rose blush shaded deeper at center. One of our strong favorites.

SOUVENIR DE WOOTTON—This old friend of many years still holds its own as a great red Rose; magnificent flowers; bright magenta-red, passing at base to violet-crimson. Very hardy.

RENA ROBBINS—A magnificent new Hybrid Tea Bush Rose, bears flowers as large as Paul Neyron, full, deep and double. In a class of itself. Flowers white, base of petal lemon yellow.

THE GREAT LA GALISSIERE—The bloom is enormous in size, double and full. Buds long and pointed; color bright shining pink. Magnificent. An improved Caroline Testout.

ROSEMARY—This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.



General McArthur Rose.

Meteor - Velvety Crimson

Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. The bush is remarkably vigorous in growth, perfectly hardy and constantly in bloom.

LA DETROIT—This is one of the most delightful of all garden Roses, with beautiful delicate pink flowers, which, for cutting, cannot be excelled; they are large, full and double, sweetly scented and produced on long stems.

LENA—A lovely Irish Hybrid Tea Bush Rose. Long buds, perfectly formed, flowering freely and continuously, producing frequently in sprays of seven to nine large, perfect blooms, the color of which is glowing apricot tinged with primrose-yellow.

RHEA REID—(Note illustration in colors elsewhere.) This glorious new Hybrid Tea Bush Rose has no equal as a crimson garden Rose. The color is vivid scarlet-crimson; the flowers are large, bold, full and double and produced in immense profusion. A splendid grower, hardy and will succeed in all climates. We have tried it thoroughly and endorse it unqualifiedly.

MRS. DAVID JARDINE—A beautiful new, hardy, everblooming, brilliant pink bush Rose not surpassed by any Rose in this book. Flowers very double and when cut keep almost indefinitely. The growth is splendid, hardy and vigorous and the superb flowers are borne in wonderful profusion.



Meteor Rose.

Price of all Roses on this page, strong one-year-old pot-plants, 15c each; any 4 for 50c; larger size, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 50c each, by express, 75c each for large specimen plants from 6 and 7 inch pots, by express only. All on own roots.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

The Lovely Killarney Roses



The Killarney Rose.

Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling, shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like **Pink Killarney**, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.

Special Offer One each, three varieties of Killarney Roses described above, 50c; one each larger size, 80c, postpaid. One each, two-year-old plants, \$1.40; still large Star size plants, 75c each, by express.

Killarney Queen

A cerise-pink sport of Killarney that for clearness and brightness of color has not been equaled; exceptionally strong in growth, with foliage that is perfect, being larger than Killarney and more glossy. In size of petals Killarney Queen is larger than its parent, and for high grade bloom it is a very superior variety. Forces fine. In productiveness of bloom superior to Killarney. Hardy in almost every climate. An excellent bedder.

Price Killarney Queen and Double Killarney, first size or one-year plants, 25c each; 5 for \$1.00; larger size, 35c; 3 for \$1.00, postpaid. Two-year-old plants, 50c each. Still larger, Star size plants, 75c each. All on own roots.

"I was pleased with the Robert Heller. The Jeannette Heller is fine, all that you claim for it. All the Jeannette Hells made a fine growth this summer."—E. Parker Conrad, Holgate, Ohio.

Pink—White—Climbing

These exquisite Roses bearing the name of Killarney, with its "Emerald Isle and Winding Bays" are without exception among the most beautiful Roses now known. From the Lakes to the Gulf these beautiful Roses will thrive and produce glorious flowers in wonderful profusion. They have every requisite necessary to perfect Roses—magnificent, sturdy habit of growth, beautiful enduring foliage, exquisite flowers, delicious fragrance, marvelous freedom of bloom, hardiness, and above all, a charm entirely their own found in no other Rose. With the exception of Jeannette Heller and The Cochet Roses, they are perhaps the most popular of all Roses.

Special Notice Notwithstanding that each year we have increased as far as we could our stock of these famous Killarney Roses, we have never had sufficient to meet the demand. This has been a keen disappointment both to our customers and ourselves. Won't you please as a favor, that there may be no disappointment, order as early as you can? We will reserve the plants for you, so that early ordering is sure to be a protection to both of us. We have an immense stock, we think amply sufficient to meet the demand, but for fear it will not, again we urge early ordering.

Climbing Pink Killarney

We claim the distinction of bringing this variety into prominence, and there is no Rose in the climbing class to compare with it. Hardy and ever blooming, it is in a class of its own and has no rival; a strong, rapid grower, growing to perfection in the open ground, throwing up shoots ten to fifteen feet high in a single season. It produces its glorious blooms continuously throughout the year. Flowers are magnificent and immense, long pointed buds with massive petals opening to flowers of enormous size, color brilliant, sparkling shell-pink, deliciously fragrant; absolutely the best climbing Rose for all purposes known; hardy everywhere.

Price of the three Killarney Roses described above, strong, one-year-old pot plants, 20c each, 6 for \$1; larger size, 30c each, 4 for \$1, postpaid. Large, two-year-old plants, 50c each; still larger, extra-heavy plants, Star or Iron-Clad size, 75c each, by express.

Double Killarney

The combination of the exquisite pink of the beautiful Rose of that color ever grown—Killarney—with double the number of petals carried by Killarney, makes this new member of the family one of the most magnificent Roses ever known. Apart from the number of its petals, it is in all respects the same as the Pink Killarney, and no greater praise can be bestowed upon it. The true stock is very scarce. Order it early to avoid disappointment.



Superb Hardy Cochet Roses

See illustration in color on Back Cover.

The Cochet Roses are the greatest of all hardy, everblooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us.

Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. Color is a clear, rich pink, changing to silvery rose.

Crimson Maman Cochet

(Etoile de France.)

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. Really one of the finest white Roses for open-ground culture.

Red Maman Cochet

(Helen Gould.)

A great red Rose, and produces magnificent flowers in wonderful profusion on long, strong stems. Flowers are very full, and of splendid substance; in color a warm crimson.

First size, magnificent one-year-old pot-plants, any of the Cochet Roses, 15c each; any 5 for 65c; larger size, 20c each; any 5 for 90c, postpaid; extra heavy, two-year-old plants, 45c each; still larger, splendid plants, Star or Iron-clad size, 75c each, by express. Order early. The demand for these wonderful Cochet Roses is enormous.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Special Offer

One each of this famous Cochet Rose set, one-year-old plants, 65c; larger size, 5 in all, 90c, postpaid; the entire collection in large, two-year-old plants, \$2.00, by express.

We Are the Leading Growers in America of American Beauty Rose

It Has Made Us Famous

Here in this New Castle soil it attains marvelous perfection. Wherever Roses are grown, the fame of the American Beauty Roses of New Castle is known.

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known and likely that ever will be known, for it has held undisputed leadership these many years against all comers from everywhere, and its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of the flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection.

Our stock is clean, strong, healthy and vigorous, and what is more important, it is true to name and on its own roots. The fame of New Castle American Beauty Roses is world-wide because of the high quality of stock.

This great Rose should be in every American home. Its magnificent beauty, wonderful fra-



The Great American Beauty Rose.

grance and extraordinary merit must appeal to the patriotic instincts of every true American.

Strong one-year-old pot-plants, 25c each, five for \$1.00; special size, 35c each; three for \$1.00, postpaid; extra size, two-year-old plants, 60c each; \$7.00 per dozen; three-year-old specimen plants (limited quantity), 85c each; \$8.00 per doz., by express.

Not What We Say, but the *Experience* of Planters Everywhere

Huntington, W. Va.,

Gentlemen: Just received the Roses this morning. American Beauty and Climbing American Beauty in fine shape; only sorry I did not send last year when I got the collection.

MRS. ALICE R. WHITCOMB.

Central City, Ky., Nov. 29,

Gentlemen: Our Roses which we ordered in the spring are lovely and have grown nicely. One American Beauty Rose had a stem thirty-six inches long.

MRS. D. G. MILLER.

Silver Lake, Mass., May 15,

Gentlemen: Have just received the Rose bushes ordered from you. Came in fine condition. Root growth is not quite as strong as I have had from other growers, but you make it up in quantity. Thank you very much for the extra bushes. I will report later on same. The Jeannette Heller bushes are fine.

EDNA WAGLATHLIN.

Baltimore, Md., August 30,

Gentlemen: My Roses I received from you are doing fine; some have bloomed and I am waiting patiently for the beautiful Jeannette Heller to bloom. I am very anxious to see this bush in bloom. My bush was so small it takes a long time for it to bloom. All my Roses are growing fine, and I am very proud of them.

F. T. ABBOTT.

East Hampton, N. Y., May 24,

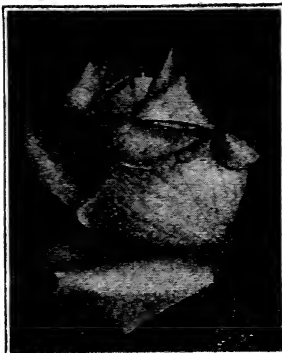
Gentlemen: My Rose order came to me in fine condition a few days ago. Many thanks for the extra plants which you included.

MRS. D. W. TALMAGE.

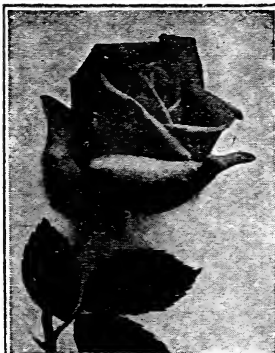
10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.



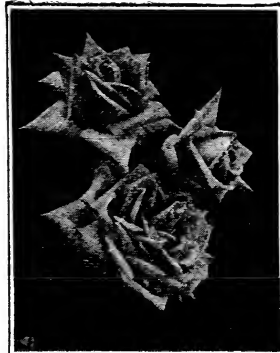
The Bride.



Bridesmaid.



Safrano.



Marie Van Houtte.

Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of all Roses

To this class of bush Roses—the hardy everblooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the whole world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture.

Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy pretty nearly everywhere, but where the winters are extremely severe, protect them carefully.

The Bride

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

SAFRANO—Valued very highly for its beautiful buds and handsome flowers. Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy, and has the force necessary to produce continuous flowers until late in autumn.

MARIE VAN HOUTTE—A most beautiful Tea Rose, a strong, sturdy grower, blooming constantly with great freedom. The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose.

FRANCES E. WILLARD—A beautiful white Rose of large size, perfect form and exquisite fragrance. The bush is strong, sturdy and erect and very abundant and constant in bloom. One of the most popular of the white Tea Roses, and in its levelness typical of the good woman for whom it is named.

Bridesmaid

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.

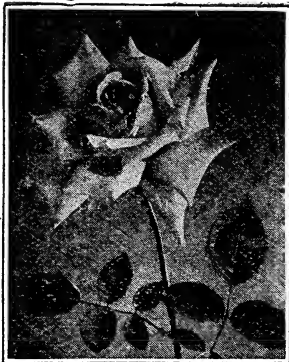
PAPA GONTIER—A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, glowing crimson. A strong, vigorous grower and constant bloomer.

HELEN GOULD (Red Maman Cochet). A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems; two-year-old plants, 40 cts. each.

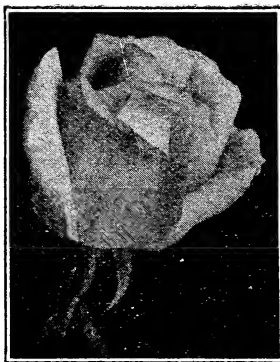
ALLIANCE FRANCO-RUSSE—The flowers are extra large and of a full, rich deep yellow. The bush is strong and vigorous in growth and extremely hardy, bearing a profusion of its golden flowers all summer through.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

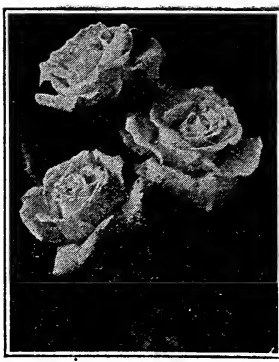
Price of all Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 30c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 45c each; still larger plants, in Star or Iron-clad size, 75c each, by express. ALL ON OWN ROOTS.



Mrs. R. B. Cant.



Ivory.



Perle des Jardines.



Bon Silene.

TEA ROSES—Continued.

Mrs. B. R. Cant

A Great New Rose

This beautiful new Rose, of English origin, we especially recommend for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. One of the kind that we cannot have too many of. It is not excelled in growth by any Rose we know of unless it be *Jeannette Heller*, the strongest growing of all Roses. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double; delightfully fragrant. Buds large, pointed and beautiful.

MRS. A. BYASS—A truly wonderful Rose, almost impossible to describe. The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on large stems. Strong growing, free blooming. Superb garden Rose.

GOLDEN GATE—This magnificent Rose has been freely used in the decorations at the White House; hence it is often called "The White House Rose." Color rich, creamy white, shaded with golden yellow and clear rose, of indescribable beauty.

MADAM HOSTE—A most exquisitely formed Rose of a soft, light canary-yellow, deepening in the center to pure golden yellow, beautifully flushed with pale amber. Edge and reverse of petals creamy white.

IVORY—A queen among white Roses. Golden Gate, known as the "White House Rose," has long been one of our best Roses, not only for outdoor cultivation but for cutting under glass. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color, which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

Perle des Jardines

A Grand Old Favorite

This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong dwarf grower.

DUCHESS DE BRABANT—A most beautiful Rose of a fine shade of soft, rosy pink, which deepens to bright rose. The bush is extra hardy and vigorous in growth, blooming constantly.

SUNSET—A strong, vigorous grower and free bloomer. Color rich golden amber or gold, shaded with dark ruby-crimson, producing a sunset effect.

BON SILENE—No new variety has superseded this Rose since its introduction in 1839. The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late in autumn.

SUNRISE—Everyone upon seeing this charming new variety in bloom for the first time invariably is carried away with the dazzling color effect—a color absolutely new, the buds showing the brilliant colors seen in no other Rose—scarlet and yellow to orange and copper; veritably a gorgeous combination of colors rivaling the sunrise of a summer day. Free blooming with beautiful, large, double flowers. The foliage is also new and distinct, heavy and leathery, free from insects, and has all the colors of autumn—old gold, red and crimson.

75c Each by express—for a limited number of extra large beautiful specimen plants, now in pots, of all Roses on this page. Handsome plants worth \$1.00. Please order **EARLY** as the Iron-Clad or Star size.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Prices of all Roses on this page, strong one-year-old plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 45c each, by express. **ALL ON OWN ROOTS.**

The Best of all Bedding Roses

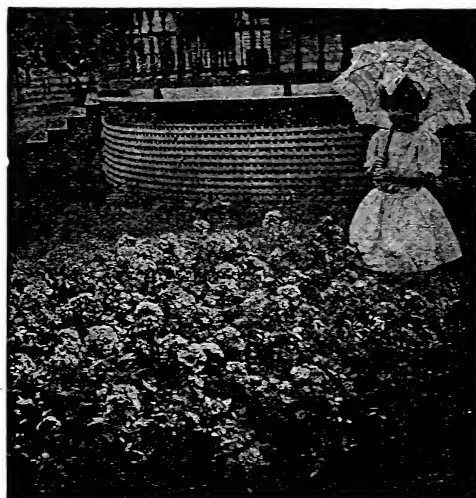
The Soupersts and Baby Ramblers

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two to three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick show and a lasting one; hardy everywhere with ordinary protection.

CLOTILDE SOUPERT—There is no better Rose in cultivation than this magnificent variety. No matter the size of the plant, it will produce hundreds of exquisitely formed, daintily colored flowers, the first season and ever after. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose, in fact this variety is the finest general all around Rose in the world. Perfectly hardy.

QUEEN'S SCARLET—This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The bush grows to a medium height with all the vigor of a wild Rose and the flowers are produced in masses and the plant in all seasons, whether hot or dry, presents a sheet of bloom; the color is unlike anything else in the Rose family, is a deep velvety-scarlet, wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

PINK SOUPERT—A delightful polyantha, identical with Clotilde Soupert, except in color of flowers, which is clear, lively pink.



A Bed of Baby Rambler Roses.

Madame Eugene Marlitt

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large, full, double crimson flowers of extraordinary beauty and exquisite fragrance.

CHAMPION OF THE WORLD—The name describes it, for of its color it is surely a champion. It flowers continuously the whole season through. Bears in greatest profusion flowers of fine size, full, deep and double; color lovely clear deep pink.

Prices of all Roses on this page, strong, first-size plants, on own roots, 15c each, 4 for 50c; 9 for \$1.00; \$8.00 per 100, postpaid; larger size, 20c each, 6 for \$1.00; \$12.00 per 100, postpaid; two-year-old plants, 45c each; special Star size, 75c each, by express; 50 plants sold at hundred rate.

10 Percent Discount | Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

White Baby Rambler

(Catherine Zeimet). This novel Rose has the characteristics of the other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

Orleans Rose

A new Baby Rambler and the sensation of all Europe. The best and prettiest of all the Baby Ramblers. This charming variety looks like a huge bouquet and is always blooming; flowers deep pink with showy center of pure white. Strong growing and a very extraordinary Rose.

Price of Baby Rambler Roses, strong, one-year-old plants, 15c each, postpaid, any 4 for 50c; larger size, 25c each, any 5 for \$1.00; two-year-old plants, extra strong, 50c each; still larger plants, Star size, 75c each, by express.

Crimson Baby Rambler

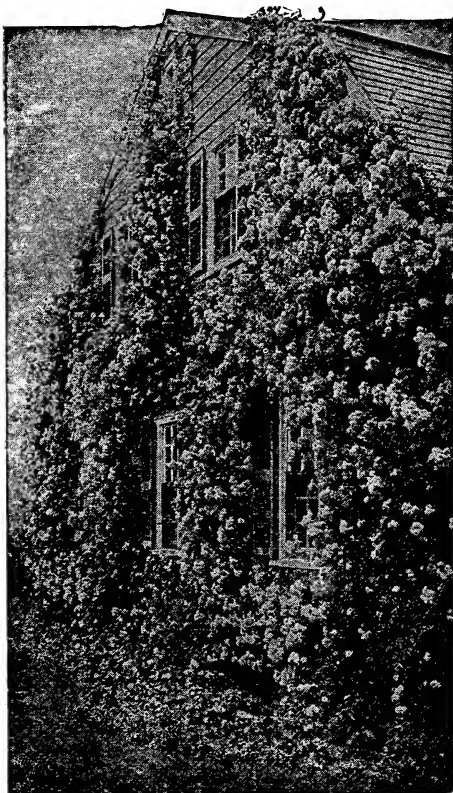
Has long been the most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding. Free from insects and absolutely hardy everywhere.

Phyllis

Considered by many to be the finest of the pink Baby Ramblers. The color is the shade of the Lawson Carnation—beautiful carmine-pink. Grows to a height of two feet; very hardy; always in bloom; flowers are produced in continuous succession in large clusters.

Hardy Climbing and Rambler Roses

These are the Roses so necessary for the home, giving to it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They have also a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings, etc. The Wichuraiana Roses are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attacks. All are hardy everywhere except where noted.



Tausendschon, or Thousand Beauties Rose.

Lady Gay

Deep, rich, rosy-pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large, loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds. Hardy everywhere.

YELLOW RAMBLER (Aglaia). Flowers deep yellow and very fragrant. Hardy everywhere.

WICHURAIANA OR MEMORIAL ROSE. This is the original "Memorial" Rose, and once planted is practically everlasting. It creeps like an Ivy closely to the ground. A wonderful July bloomer. Splendid for covering cemetery plots and graves. Flowers pure white with golden yellow center; of nice size. Nothing better for covering arches, fences, pergolas, etc.

I have quite a number of your Roses, and they are certainly all you claim for them.

MRS. ALICE BOWSTEAD, Marion, Indiana.

Tausendschon, or Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the very fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. There is no other Rose in cultivation like it. It is a strong grower, with but few thorns, and absolutely hardy.

PHILADELPHIA CRIMSON RAMBLER. This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color, but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

AMERICAN PILLAR—A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of red berries, which are highly ornamental.

JEANNETTE HELLER BRINGS REORDER.

Baltimore, Md., October 9,

Gentlemen: I want the above colors; hope they are same kind of growers and bloomers as your Jeannette Heller you sent me last fall. It is a beautiful Rose and fine bloomer. W. T. SCHLOTTERBECK,

EVERBLOOMING CRIMSON RAMBLER.

This great new Climbing Rose (Flower of Fairfield) is the sensation of the Twentieth Century. It blooms all the time. It is a reproduction of the old Crimson Rambler, which blooms only in June and July, except this wonderful new variety blooms the whole summer long, producing its gorgeous crimson flowers in massive clusters with amazing profusion. Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Prices of all Roses on this page, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 45c each; still larger plants, in Star or Iron-clad size, 75c each, by express. ALL ON OWN ROOTS.

Excelsa--A New Hardy Climbing Rose of Wondrous Beauty

A sensational new hardy climbing Rose. Best described as an improved Crimson Rambler with heavy, glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in large trusses of thirty to forty. Color intense crimson—new and distinct. A great hardy Rose.

DOCTOR W. VAN FLEET—A splendid hardy Rose, large flowers about four inches across, full and cup-shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects.

ALBERIC BARBIER—A great new yellow Climbing Rose. This is the very best hardy yellow Climbing Rose in cultivation and should be in every garden. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks; beautiful, heavy, wax foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with great freedom.

LADY GODIVA—A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth, with beautiful foliage, which is impervious to attacks of insects.

KEYSTONE—First and only hardy everblooming, yellow climbing Rose; flowers of great size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has been proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, is absolutely immune from insect attacks and has a vigor of constitution found in no other Rose.



Excelsa, a Greatly Improved Crimson Rambler.

Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

WHITE DOROTHY—This is a white form of the beautiful Dorothy Perkins, by many considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are of a pure glistening white. Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

BLUE ROSE, or VEILCHENBLAU—It is one of the most rampant growers we have ever seen, covering a large porch in a single season. The flowers are borne in loose clusters and are of a delightful shade of blue—something entirely different from any Rose in cultivation.

SUPERIOR TO ALL OTHERS.

I have several plants of your Roses, given me by a friend, and I find them superior to all others that I have raised.

ROBERT L. CANNON, Ky.

Climbing American Beauty

Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty, practically. Large flowers, each produced on separate stems, vivid rosy crimson in color, with delicious fragrance. Borne in the greatest profusion throughout the growing season. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. Splendid in the South. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Ours is the genuine stock. Absolutely true to name, on its own roots. Strong, one-year-old plants, 20c each; larger size, 30c each, postpaid; strong, two-year-old plants, 50c each; large Star size specimen plants, 75c each, by express.

Price of Roses on this page, except as noted, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 20c each, postpaid; strong two-year-old plants, 45c each; still larger plants, in Star or Iron-clad size, 75c each, by express.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Everblooming Hardy Climbing Roses

Climbing Clotilde Soupert

A Wonderful Hardy Climbing Rose in Constant Bloom

An offspring of that famous Rose, **Clotilde Soupert**, this beautiful, hardy, everblooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. Perfectly hardy.

MRS. ROBERT PEARY—The greatest of all white, hardy, everblooming Climbing Roses. Climbing form of **Kaiserin Augusta Victoria**. A strong and rapid grower, coming to perfection in the open ground. It is absolutely hardy and will withstand the most severe winters unprotected. Small plants will bloom continuously throughout the season and the flowers are magnificent. The buds are long and pointed, finely modeled and gracefully finished. The flowers, when open, are of splendid substance, extra large, deep and double, produced on long, stiff stems, like those of a forcing Rose.

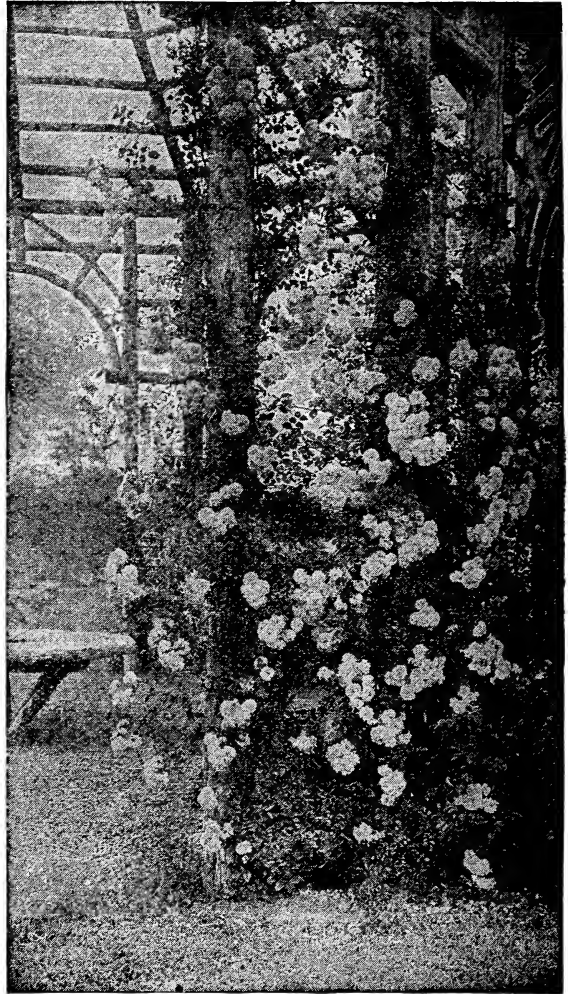
CLIMBING MARIE GUILLOT—One of the grandest of all white everblooming climbing Roses, of which too much can not be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost. Make no mistake about this being one of the great hardy everblooming Roses.

REINE MARIE HENRIETTE—One of the best of all crimson climbing Roses, with finely formed double flowers. Hardy.

CLIMBING CRIMSON BABY RAMBLER—This variety is a remarkable step forward among everblooming climbing Roses, as it bears continuously, all summer, great masses of bright crimson flowers in immense trusses. Foliage is not subject to blight or mildew, is a great grower, perfectly hardy everywhere and is a strong, vigorous climbing type of the famous dwarf **Crimson Baby Rambler**.

JAMES SPRUNT—A handsome climber bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

EMPRESS OF CHINA—Soft, dark red, changing to light pink, like an apple blossom. Splendid hardy climbing Rose.



Climbing Clotilde Soupert.

Marechal Neil

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.

CLIMBING METEOR—A sport from Meteor, famous for its magnificent flowers. Dark, velvety crimson, the equal of any Rose in cultivation.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Price of Roses, except where noted, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong two-year-old plants, 45c each; still larger plants, all varieties, in Star or Iron-clad size, 75c by express. **ALL ON OWN ROOTS.**

Hardy Hybrid Perpetual, or June Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These Roses are perfectly hardy in all sections of the country and are particularly suited for open ground planting, where they soon grow into large, vigorous bushes, and for that reason growers find our larger-size plants much cheaper in the end as they can be used with satisfaction in creating quick effects in planting. We offer only the choicest and most desirable types, the best of the entire class—all on their own roots—pot grown. The smallest sizes are grown in large pots and are not "slips."

Paul Neyron

The Largest of All Roses.

This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink, and even with its large size, it never looks gross. The flowers are distinctively handsome in form, having as a rule a double center. The bush is a strong, vigorous grower, clothed with handsome green foliage.

GENERAL JACQUEMINOT. This is the old standard garden June Rose by which all other red Roses are judged. We doubt if any other Rose in our list is better known than this old favorite—in fact, so universally popular is it that in the minds of many Rose-lovers, all red Roses are "General Jacks." There is no Rose better suited to outdoor culture, as the bush grows into a very large, sturdy specimen which bears its gorgeous red flowers in the greatest profusion. In color the flowers are a glorious, shining crimson with very dark shadows, forming one of the handsomest of all Roses.

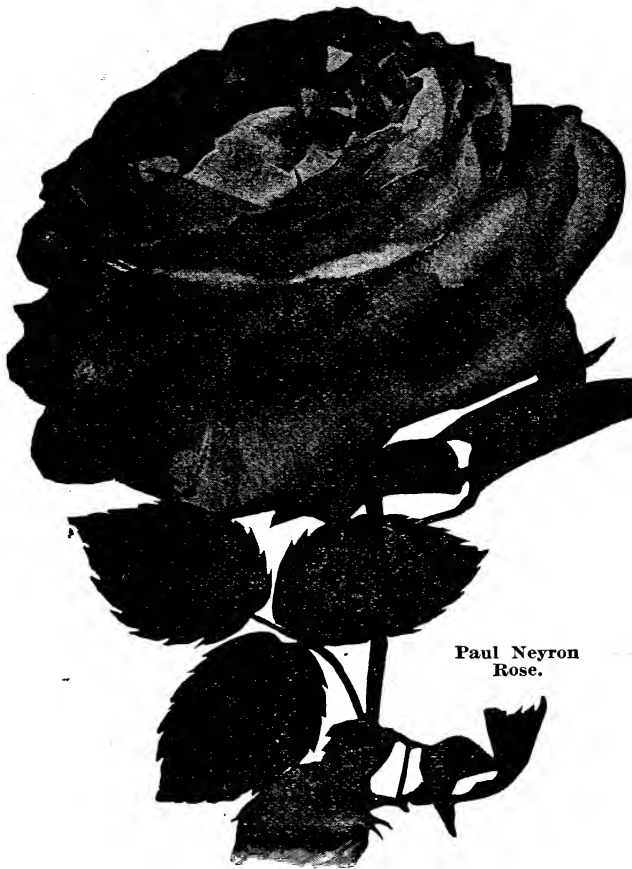
ANNA DE DIESBACH (Glory of Paris). Brilliant rose-color. The large and perfectly formed blooms have long, pointed petals and are delicately scented. Hardy and vigorous.

FRANCOIS LEVET. Distinguished for its large, beautifully formed flowers, cherry-pink, delicately shaded carmine and blush. Highly fragrant and free blooming.

MADAM ALFRED CARRIERE—Color rich creamy white, tinged with pale yellow; extra large and full; very double and sweet. Absolutely hardy everywhere and especially valuable for cemetery planting and like purposes. A great Rose; once planted, will last a lifetime.

DINSMORE—Popular for garden planting on account of its hardiness and vigor of growth; constant and profuse bloom, which begins soon after planting and continues all through the season. Flowers are large and perfectly double; color rich crimson-scarlet.

BLACK PRINCE—Much sought after because of its dark crimson flowers, which are shaded so deeply as to be almost black; cupped large, full, fine-shaped.



Paul Neyron
Rose.

Gloire Lyonnaise

As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow. Absolutely hardy.

LOUIS VAN HOUTTE—Brilliant crimson; large, full and fragrant. A beautiful variety.

MAD. MASSON—It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming. A great Rose.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Prices of Roses on this page, except where noted, strong, one-year-old pot-plants, 20c each, 3 for 50c; larger size, 30c each, postpaid; strong two-year-old pot-plants, 50c each; still larger plants, Iron-clad or Star size, 75c each, by express.

Wonderful Everblooming Canna Lilies



A Bed of Large Flowering Canna Lilies.

Standard Cannas

Buttercup. Best dwarf yellow, green foliage. 3 feet.
Gladiator. Golden-yellow, dotted crimson. 4½ feet.
Austria. Golden yellow, dotted red. 6 feet.
Mrs. Carl Kelsey. Orange-scarlet, striped yellow. 6 feet.
Kate F. Deemer. Oriole yellow, turkey-red at best. 4 feet.
Brandywine. Crimson, edged gold; bronze foliage. 4½ ft.
Wyoming. Orchid-shaped flowers, immense petals. 7 feet.
Burbank. Rich yellow, spotted crimson; giant flower. 6 ft.
Italia. Brilliant red, petals bordered with yellow. 6 feet.
Improved Philadelphia. Deep scarlet, immense size. 6 ft.
Indiana. Glistening golden orange.
Allemania. Yellow splashed with red. 5 to 6 feet.
Louisiana. Orchid-flowering. Vivid scarlet. 5 feet.
Egandale. Scarlet. Red foliage. 3½ feet.
David Harum. Red. Bronze foliage. 3½ feet.
Robusta. Massive tropical foliage. Small red flower. 8 ft.
Pillar of Fire. Crimson-scarlet. 7 feet.
Richard Wallace. Canary yellow; bleaches very little. 5 ft.
Madam Crozy. Brilliant scarlet, edged golden yellow. 3½ ft.
Alphonse Bouvier. Clean crimson, large clusters. 5 feet.

Price on all Cannas, except where noted, strong thrifty pot plants, 20c each; 6 for \$1.00; \$2.00 per dozen, postpaid.

Novelties in Cannas

Firebird. Best red-flowered, green-leaved Canna today. Petals measure 2½ inches and over across. Color is a clear, glistening scarlet without any streaks, spots or blotches. Price, 35c each, 3 for \$1, postpaid.

William Saunders. A magnificent bronze foliaged variety, bearing immense bright scarlet flowers in great heads or clusters. 4 feet. 25c each, 5 for \$1.00, postpaid.

King Humbert. A glorious Canna. The finest we have ever seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange-scarlet flowers, striped crimson. 25c each, 5 for \$1.00, postpaid.

Rosea Gigantea. Flower heads of immense size and a tremendous showy variety, growing to a height of 4 ft. Produces flower heads that are simply gorgeous in appearance.

Color carmine-pink. 25c each, 5 for \$1.00, postpaid.

Mrs. Alfred F. Conard. A marvelous Canna; color salmon-pink. Flowers immense in size. 35c each; 3 for \$1, postpaid.
Gladiflora. 3½ feet. Flowers resemble an immense Glad-ioli; petals wide and overlapping, color crimson, changing to carmine-rose, edged with gold. 25c each, 5 for \$1, postpaid.

Improved Mont Blanc. Magnificent glistening pure white flowers. 3 feet. 25c each, 5 for \$1.00.

Hungaria. Immense flowers on enormous trusses; pure La France pink; green foliage. 3½ feet. 25c each, 5 for \$1.00, postpaid.

Yellow King Humbert. Superb; identical with King Humbert, except color is glistening yellow. Immense clusters, gorgeous. 30c each, 4 for \$1.00, postpaid.

Wintzer's Colossal. Largest flowered Canna yet produced; green foliage; vivid scarlet; enormous heads measuring eight inches across. 5 feet. 30 cents each, 4 for \$1.00, postpaid.

Panama. Rich orange-red bordered bright golden-yellow; enormous petals; immense heads. 30 cents each, 4 for \$1.00, postpaid.

Meteor. Deep crimson flowers, producing in clusters, considered by many to be the best crimson. Green foliage, 5 feet. 30 cents, 4 for \$1.00, postpaid.

Choicest Geraniums

Alphonse Ricard. Double; bright vermilion.
Beaute Poitevine. Double; shrimp-pink, shading to white.
Berthe de Presilly. Semi-double silvery rose-pink.
Comtesse de Harcourt. Double; pure white.
E. H. Trego. Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.
Jean Oberle. Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.
Jean Viaud. Double; bright, clear shade of mauve-rose, shading to a clear white throat.
La Favorite. Double; pure white.
Leon Baudrier. Semi-double; carmine-lake shading soft cerise to a large white center.
Madame Recamier. Double; snow-white.
S. A. Nutt. Double; dark red.
Thomas Meehan. Single; brilliant rose-pink.
Marq. de Castellane. Double, beautiful soft crimson varying to tomato red. Flowers large, perfect, produced profusely all summer.
Fener. Single, brilliant crimson red.
Edmund Blanc. Single. One of the handsomest and brilliant Geraniums of cerise color. Rich carmine shaded around a white eye.
Abbie Schafer. Double. A beautiful soft pleasing crimson scarlet.
General Grant. Double. Bright orange-scarlet flowers, profusely produced during entire season.

Admiration. Single. Robust; bright rose-shrimp-pink flowers.

Price, strong, thrifty plants, ready for immediate effect, 15c each, \$1.50 per dozen, in one or assorted varieties, postpaid.



Single Geraniums.

Special Offer One each of the entire list of 18 varieties named herewith, in stout, thrifty plants, each one labeled, \$2.00, postpaid.

Handsome Large-Flowering Carnations

We grow Carnations to a perfection seldom seen elsewhere for it is one of our leading specialties and we are equipped to grow them as they should be grown. We devote a mammoth greenhouse to their production, and with pure air, finest soil and most modern equipment the growing conditions are ideal. Our plants are wonderfully healthy. Our out-put for this year will exceed one hundred thousand plants and they are not to be compared with the small, cheaply grown plants sent out in "bargain offers" and "cheap collections."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter. We offer the finest varieties in cultivation and our special \$1.00 offer is the greatest value for the money of plants ever made, the quality of the plants considered.

Novelties in Carnations

Mrs. C. W. Ward. Strong, clean grower, color beautifully light pink. Grand variety.

Dorothy Gordon. An improved Rose Pink Enchantress; very free in production of bloom.

White Perfection. A worthy companion to White Enchantress. Perfection in every way.

May Day. Very free blooming, strong growing, magnificent flowers; color delightful shade of pink.

Gloriosa. Pure glistening pink, excellent growth.

15c each, 12 for \$1.50, postpaid.

White Wonder. Great strength and freedom of growth, large pure white.

Harlowarden. Bright crimson. Very large flowers on long stiff stems.

Sangamo. Delightful crimson, large full flowers. Long, stiff stems.

Rose-Pink Enchantress. Deeper pink than Enchantress.

Winsor. Clear silvery pink. Very large flowers. Exquisite.

Alma Ward. New white variegated, large and fragrant.

Standard Varieties in Carnations

Apple Blossom (new). Handsome white flower, daintily marked pink.

Beacon. Dazzling scarlet; very large and full.

Boston Market. Standard white.

Lawson Enchantress. Brilliant pink; fine shade; large size.

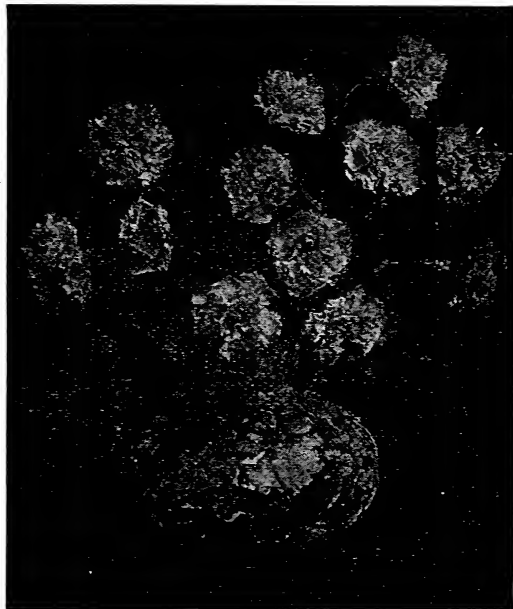
Pink Enchantress. Deep pink; large and full.

Victory. Brilliant red; extra large flower and particularly free in bloom.

White Enchantress. A magnificent large, white flower of splendid form.

W. H. Taft (new). Brilliant pink; splendid size and form.

Georgia (new). A great new white; exquisite.



Carnations and Asparagus Plumosus.

Special Offer 10 strong, healthy plants, our selection, of these magnificent Carnations, postpaid, for \$1.00.

Prices of all Carnations on this page, except where noted, strong, vigorous pot plants, 15c each, 4 for 50c; \$1.40 per dozen, postpaid, in one or assorted varieties, purchaser's selection.

The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. These magnificent plants are the glory of the autumn garden. We find pot-grown plants produce more flowers than dormant roots. We offer only the best varieties.

Price of all varieties, in strong, well-rooted pot-plants, 20c each, 3 for 50c; \$2.00 per dozen, postpaid, in assorted varieties, purchaser's selection.

Show Dahlias

A. D. Livoni. Pink; splendid, large flowers; grows tall.

Queen of Yellows. Brilliant, golden yellow; very large.

Miss May Loomis. Dainty flesh-tinted pink; splendid form.

Harry Freeman. Snow-white; large and finely formed.

Red Hussar. Brilliant cardinal-red; very large.

White Swan. Large, pure white.

Princess Victoria. The finest pure yellow Show Dahlia in existence. Clear, pure canary yellow without a trace of any other color from bud to old age. Long, slender stems. An early and profuse bloomer.

Storm King. The earliest white show Dahlia; perfect form and extremely profuse bloomer.

Cactus Dahlias

Kreimhilde. Deep rosy pink with lighter center. A distinct and valuable variety, as the flowers keep a long time after cutting.

Decorative Dahlias

Mrs. Roosevelt. Exquisite; soft pink; the largest of its class.

Capstan. Bright red and apricot, free-flowering.

Dorothy Peacock. Immense in size; color beautiful pink; magnificent form.

Jack Rose. Deep, dark red.

Clifford W. Burton. The finest yellow in its class. Magnificent flower.

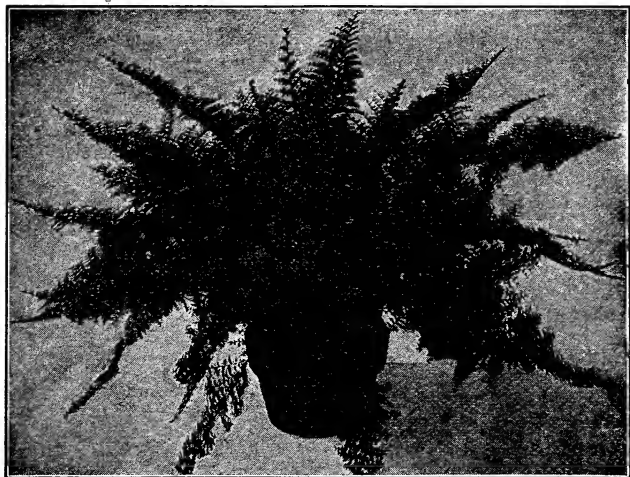
Nymphae. Pink and white; looks like a water-lily in color.

Sylvia. Varies from white to pink; large and fine.

Grand Duke Alexis. White tips edged pink. Immense blooms of perfect form; simply grand.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.

Beautiful Decorative Ferns



The Beautiful Whitman Lace Fern.

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. These are now the three distinct varieties—and the best in commerce.

BOSTON FERN. Long, broad fronds, drooping gracefully and forming a plant of immense size.

WHITMAN'S LACE FERN (Whitmanii). Most beautifully cut and frilled foliage, the fronds being large and broad.

ROOSEVELT. New and the grandest of all, with fronds beautifully frilled and waved.

WHITMANII COMPACTA. This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent, the pinnae subdividing, making miniature fronds, looking as if two or more were condensed in one. Graceful beyond description.

TEDDY, JR. New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant. Produces nearly four times as many fronds as any other Fern introduced. Compact, vigorous grower and thrives under most any condition.

Price of all Ferns, strong, shapely plants, 20 cts. each, any 3 for 50 cts.; larger size, 30 cts. each; still larger, 60 cts. each, postpaid.

Charming Gladioli

The Gladiolus is growing more popular each year, both for blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned.

America. The very best pink; large spike, splendid flowers. 15 cts. each; 4 for 50 cts.

Brechleyensis. Vermilion-scarlet; extra large. 5 cts. each; 50 cts. per dozen.

Brilliant. Orange-red with carmine and white throat. 10 cts. each; 6 for 50 cts.

Columbia. Light orange-scarlet, marked with purple. 8 cts. each, 7 for 50 cts.

Easter. White, tinged lemon. Early. 7 cts. each, 8 for 50 cts.

Emma Thursby. White with carmine stripes. 10 cts. each, 6 for 50 cts.

Florida. Very dark red. Extra early. 8 cts. each, 7 for 50 cts.

Henry Gilman. Salmon-scarlet, white bands. 8 cts. each; 7 for 50 cts.

Jessie. Velvety red; long spike. 8 cts. each; 7 for 50 cts.

Lamarck. Cherry red with orange markings. 7 cts. each, 8 for 50 cts.

May. White, crimson blotches. 8 cts. each, 7 for 50 cts.

Marie Lemoine. Creamy white flushed with lilac and spotted with violet. 10 cts. each, 6 for 50 cts.

Salem. Salmon-pink with maroon blotches. 10 cts. each; 6 for 40 cts.

Special Offer One each of the entire set of 13 splendid Gladioli above, in strong, sure-to-bloom bulbs, \$1.00, postpaid; 2 complete sets, all labeled, \$1.75, postpaid.

Superfine Mixture All colors of Gladioli, fine, blooming bulbs, not named, that will make a splendid show in the gardens and supply a multitude of cut-flowers: 50c per dozen, \$3.50 per 100, postpaid.

Calla Lilies

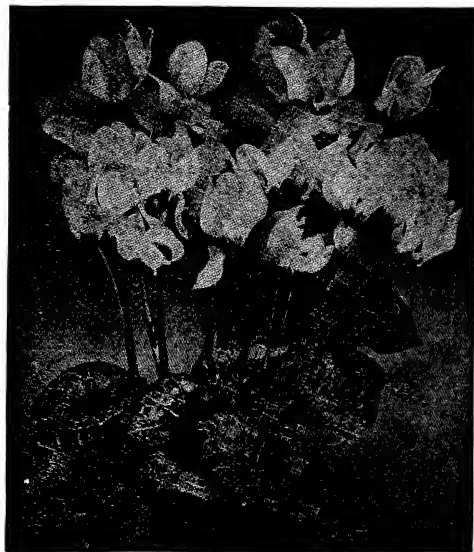
NEW WHITE CALLA (Lily of the Nile). Handsome white flowers and broad foliage. 20c each, postpaid.

SPOTTED CALLA. Handsomely marked foliage and white flowers with black throat. 20c each; larger size, 30c each. Fine large bulbs, 20c each, postpaid.

NEW YELLOW CALLA. Bright golden yellow and very fragrant. A grand novelty. 25c each; 5 for \$1.00, postpaid.

Giant Persian Cyclamen

Without a question one of the very best of flowering house-plants. It is literally in bloom all the time, and the warmer the house the more profusely it will bloom. Will grow to perfection on a window sill and not be affected by cold draughts. There is nothing finer for hanging baskets. The foliage is dark olive-green, charmingly variegated with silver and rose. The flowers are odd in shape, of a beautiful variety of colors—white, pink, red, crimson, and suspended on long, stiff stems. **Strong pot-plants, 25c each, 3 for 65c, postpaid.**



Giant Persian Cyclamen.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order amounting to \$1.00 or more.

Magnificent Peonies

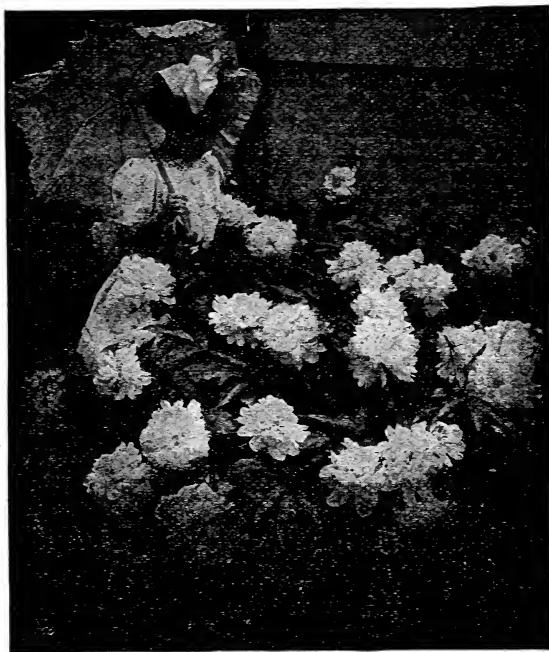
Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Our list of Peonies we recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

Select List of Peonies

Caroline Allain—Guard petals rose, center flesh and salmon.
Canary—White, with primrose center.
Candidissima—Creamy white, with sulphur-yellow center.
Delachi—Dark crimson; finely formed flower; free in bloom.
Duke of Wellington—Creamy white; very full and fragrant.
Eduis Superba—Soft pink, magnificent; one of the most popular.
Faust—Soft lilac guards, pink center.
Insignis—Violetaceous pink.
Jeanne d'Arc—Pink guard, sulphur color and pink, tufted center.
Lady Bramwell—Splendid silvery rose, with large guard petals.
Louis Van Houtte—Velvety cerise red; fine flower.
Modeste Guerin—Bright, purplish carmine; very large.
Nobilissima—Deep pink, with silvery border; large.
Prolifera Tricolor—Flesh-pink guards, center golden yellow; red tuft.
Festiva Maxima—Splendid white, with flakes of carmine on center petals. One of the finest. Very profuse in bloom; early and fragrant.
Rosea Humei—Rose-pink; very large, late; intense fragrance.
Rosea Elegans—Soft rose-pink.
Rubens—Very dark purple-maroon, with golden stamens.
Rubra Triumphans—Deep crimson-maroon; earliest of the crimson sorts.
Triomphe du Nord—Purplish pink, with flesh-pink shadings.

10 Percent Discount Except where noted given from all prices, and a Rose free with every order of \$1.00 or more.



Festiva Maxima.

Old-Fashioned "Pineys"

These are the "Pineys" of the old-time garden—the varieties from which all the modern varieties have sprung—and bloom profusely in time for Memorial Day flowers. In spite of the beauty of the more modern and fancy kinds, these old "Pineys" are the favorites of many. Our roots are the strong, sure-to-bloom kind, and will prove a revelation to the Peony-lover.

Bright Crimson (*Officinalis rubra plena*)—Splendid, large crimson, very full.

White (*Officinalis alba*)—White.

Rose-Colored (*Officinalis rosea*)—Flowers bright, rosy red.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 60c each; \$6.00 per doz., assorted as desired, postpaid.

Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden.

Price of Hardy Perennial Phlox, now in pots, in strong, vigorous, field-grown plants, 25c each; 5 for \$1.00; \$2.25 per dozen; one each of the 21 varieties, \$3.75, postpaid.

Descriptions of Phlox

Pyramid. Early pure white variety. Large, showy heads. Very distinctive.

Rynstroom. Deep pink. Very large flowers.

Eclairer. Purple crimson, with light halo. Large flowers.

Ball of Fire. Bright brilliant red.

Coquelicot. Fine pure scarlet with deep carmine eye. One of the brightest of all Phlox.

Etna. Dark crimson and orange. Large flowers.

Pantheon. Uniform bright carmine-rose. Very effective.

Gen. Van Heutz. Salmon-red, white eye.

Iris. Large flowers of blue.

Josphire Gerbeaux. Cherry-red center with white margins.

Cobra. Magnificent glowing pink; immense trusses.

Eugene Dansauvilliers. Immense flowers of porcelain (China) blue; very beautiful.

Augusta. A grand carmine-red.

Gladstone. Early flowering; large in size; beautiful carmine-red.

Antoinette. A beautiful new white; large flowers and immense trusses.

Paul Flisha. Massive heads of lilac-rose.

King Harold. Bright pink, carmine spot on each petal; very distinct.

Rose Queen. A brilliant pink with carmine center; very beautiful.

Lottie Kohler. A grand blush white; large in size.

Elizabeth Campbell. Beautiful delicate pink; striking.

Frau Rushner. Enormous in size; white with lilac tube.

Capri. A grand salmon-pink; very beautiful.

Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine; and quickly make large, handsome bushes. If large specimen flowers are wanted pinch off all buds except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in a cool, dark place; in milder climates they are perfectly hardy.



Heller's Superb Chrysanthemum.

For \$1.00 we will send to any address, postpaid, 12 choice Chrysanthemums, strong plants, our selection, distinct and different. You will not be disappointed by leaving the selection to us. This is the most liberal offer ever made.

Clematis Paniculata

Beautiful flowering vine, which, in late August and September makes such a glorious display of its great masses of small, white, fragrant flowers, giving the vine the appearance of being literally covered with a sheet of bloom. This is the most wonderful of all hardy flowering vines. It is absolutely hardy everywhere, grows with astonishing rapidity. Strong, vigorous one-year-old field-grown plants, 20c each, 3 for 50c; large size, 35c each, 3 for \$1.00, postpaid; extra large, field-grown plants, 50c each, by express only.

English Clematis

A fast-growing hardy vine with small, refined foliage, and bearing a wondrous profusion of gorgeous, large, five-petaled flowers in various colors, as below:

Jackmanii. Deep royal purple flowers.
Anderson Henryi. Large, creamy-white.
Madame Edouard Andre. Carmine-red.

Large, strong, imported two-year-old plants, on own roots, 65c each; 2 for \$1.25, postpaid.

Novelties in Chrysanthemums

- Harvard.** Magnificent deep, crimson. A rare color. Among the large flowering varieties. Flowers immense in size, perfect formed. In full bloom November 15th.
- Oconto.** Japanese incurved. Large sized, perfect foliage. Beautiful white. In full bloom October 15th.
- Wm. Turner.** One of the grandest and most immense Chrysanthemums in cultivation. Almost inconceivable in size. Incurved. Pure white.
- Alice Salomon.** Large incurved. White. Maturing October 20th. Very desirable owing to size and earliness.
- Smith's Advance.** Best and first in earliness, magnificent white flowers coming in late Sept. continuing through October.
- Unaka.** Strong growing, grand incurved bloom, first week in October; beautiful pink.
- Early Frost.** Grand white, perfect in form, full to the center. Grand novelty, very early.
- White Chieftain.** Same as pink Chieftain, superb novelty, is ideal in form. Blooms November 1.
- Golden Glow.** Clear golden yellow, velvety finish, enormous flowers. The earliest yellow.
- Dolly Dimple.** Immense flowers, clear yellow. Blooms November 25 to December 1.
- White Helen Frick.** Grand white, offspring of Helen Frick. Magnificent flowers, very late.
- Gloria.** Magnificent pink, immense in size, glorious in form.

Price: Strong plants, above varieties, 15c each; any 4 for 50c, any 9 for \$1.00, postpaid.

New and Rare Standard Varieties

New varieties come and go but this great standard Chrysanthemum is in a class by itself. None better and few as good. Every color and shade is present here and every variety has been subjected to a rigid test. These are the best.

- Mrs. Robinson.** One of the best whites. Very popular.
- W. H. Chadwick.** White, large and beautiful.
- Dr. Enguehard.** Beautiful true pink. Ball shape.
- White Bonafon.** Pure white; beautiful ball-shaped flowers.
- Yellow Bonafon.** Bright yellow. Standard of its color.
- Timothy Eaton.** Magnificent white. Very large.
- Intensity.** Magnificent large reflexed bright crimson flowers.
- Chieftain.** An incurved rose pink on stiff stems and perfect foliage. Winner in many classes at fall show.

Pompons

- Mary Richardson.** Old gold with bronze tinge. Very hardy.
- Diana.** Beautiful pure white. Hardy.
- Magnificent.** Very strong yellow. Hardy.

Price of all Chrysanthemums on this page, except where noted, strong plants, 15c each, 4 for 50c, 9 for \$1.00. One or assorted varieties, postpaid.

Glorious Set of Four

Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums: Intensity, red; Gloria, pink; Major Bonafon, yellow; White Eaton—four in all for only

50c POST PAID

Climbing American Beauty

This great
hardy Climbing
Rose sold re-
cently at \$1.50
each. We in-
clude it in this
"TRIAL COL-
LECTION"—12
Rose plants for
\$1.00, postpaid.

An Unprecedented Offer

Ours is the greatest stock of Rose plants on this continent. In it are many wonderful varieties almost unknown. To introduce them we make this offer—12 strong, sturdy Rose plants, all different kinds, no two alike, our selection, properly labeled, postpaid for \$1.00. The famous American Beauty Rose was introduced through a Trial Collection. This collection embraces the most beautiful Roses in our establishment. This collection will include such great novelties as Climbing American Beauty, Pink and White Maman Cochet, the queens of all garden Roses, and others. We reserve the right to make changes in this collection. Here you get the greatest dollar's worth of Roses in the world.

GREAT TRIAL OFFER

NO DISCOUNT ALLOWED ON THIS OFFER

This marvelous collection has made for us a world-wide reputation and stands for quality and quantity. Over sixty thousand (60,000) sets sold to date, the greatest sale of history. We stake our reputation on its pleasing you.

12 Strong, Vigorous ROSE Plants \$1
Hardy Everblooming Varieties
ALL SHIPPING PAID

They Bloom Freely Everywhere

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50c POST PAID



Great "TRIAL COLLECTION"

12 ROSE BUSHES FOR \$1.00—8¼c EACH.

The best value ever offered for the money and the greatest sale of Rose plants in all history. Nearly a million plants sold in this marvelous collection up to date! Ours is the greatest stock of high grade Rose plants on their own roots in America. Our lists include the finest of the world's productions! All inferior varieties are discarded. White, pink, red, yellow—every tint and shade—beautiful climbing Roses—rare Roses of every kind are included. our selection—strong, sturdy plants sure to grow and just as sure to bloom this and every year—12 plants in all, each one labeled and sent postpaid anywhere in the 48 States of America—all for \$1.00 or 8¼c each!

12	Strong, Hardy, Everblooming Rose Plants, includes the famous Climbing American Beauty and White and Pink Maman Cochet.	\$1
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We will include in the "Trial Collection" one Climbing American Beauty, a sterling novelty—the Climbing type of the famous American Beauty, also one each of Pink and White Maman Cochet. These three Roses alone are almost worth the price of the entire collection.

ORDER NOW and we will reserve the plants for you if desired and send at the proper planting time or whenever you direct.

HELLER BROTHERS COMPANY, - NEW CASTLE, INDIANA

Special Notice

WE acknowledge with thanks the receipt of your request for a copy of "THE ROSES OF NEW CASTLE" which will be sent under separate cover. If it does not reach you promptly, please advise. If you have a friend who desires a copy, write immediately before edition is exhausted.

Please inspect the book carefully. You will find every page of interest. In it is offered the most complete collection of Roses on this continent and for vigor of growth, healthiness, hardiness and freedom of bloom, there are no roses like these famous "ROSES OF NEW CASTLE," grown on their own roots especially for the amateur. Our prices are right, our platform substantial. This beautiful book is our silent salesman. We ask that it be given the hearing it deserves.

Get a Great Rose Free!

Return this card with your order for \$1 or more and we will send you absolutely FREE a strong plant of the sensation of the Rose world, the famous new hardy everblooming crimson bush Rose, "CRIMSON QUEEN," illustrated elsewhere on this card. Imagine a perfectly formed, exquisitely molded, vivid fiery crimson Rose of immense size, with delicious fragrance! Hardy! Always blooming! A single plant will produce these glorious flowers in marvelous abundance; or you may have FREE the famous JEANETTE HELLER, the greatest all-around garden Rose now known, whichever you prefer. Should you be unable to take advantage of this offer we would appreciate it if you would hand this card to some one interested in Roses.

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Exclusive Growers of the "Roses of New Castle."



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*Climbing
American
Beauty*

This great
hardy Climbing
Rose sold re-
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OF ALL GARDEN ROSES THE COCHET SET ARE EASILY THE MOST POPULAR. THEY GROW AND BLOOM IN ALL SOILS AND CLIMATES. THEY ARE PERFECTLY HARDY. BLOOM THE WHOLE SEASON THROUGH

The Superb, Hardy, Everblooming COCHET ROSES

Red
Maman Cochet
(Helen Goula)


Yellow
Maman Cochet

White
Maman Cochet

Crimson
Maman Cochet
(Étoile de France)

Pink
Maman Cochet

SPECIAL OFFER

For 65c we will send by parcels post one each of these 5 Cochet Roses in strong, first size plants. Still larger size, 5 in all, for 90c. Complete set of 5 in strong 2-year-old plants on own roots for \$1.90. We pay all shipping charges to your home.  No discount; prices net.

10 PER CENT DISCOUNT—ONE-TENTH OFF— FROM ALL PRICES IN THIS BOOK EXCEPT WHERE NOTED. ALL SHIPPING CHARGES PAID, BUT ONLY WHEN REQUESTED.